

ADVERTISING IDEAS

• JOHN CAPLES •

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A Practical Guide to Methods That Make Advertisements Work

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*A Practical Guide to Methods
That Make Advertisements Work*

BY

JOHN CAPLES

*of Batten, Barton, Durstine & Osborn, Inc.;
Author of "Tested Advertising Methods" and
"Advertising for Immediate Sales"*

FOREWORD BY

FREDERICK C. KENDALL

Editor, Advertising & Selling

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INTRODUCTION

THE purpose of this book is to show you how to make better advertisements—to tell you definitely and specifically:

- how to choose effective appeals
- how to write headlines that are “stoppers”
- how to write copy that sells
- how to make all kinds of layouts
- how to get attention by using brides, babies, animals, cartoons, comic strips, etc.
- how to use sex appeal
- how to use humor, horror, news, curiosity, and self-interest
- how to introduce new products
- how to sell several products in the same ad
- how to handle contests, premiums, and free offers
- how to build prestige
- how to increase coupon returns
- how to get orders by mail
- how to make people follow your ads week after week and month after month, just as they follow a continued story
- how to make advertisements achieve the primary purpose they are intended to achieve; namely, to *sell more merchandise*.

The method of presentation is the “case method.” One hundred advertisements that were outstandingly successful in producing results are reproduced just as they appeared in publications (except that color is omitted). These ads are taken apart and analyzed—headline, layout, illustrations, and copy—section by section, feature by feature—in order to show you how they work, why they were successful, and how you can take these successful methods and use them as your own.

For your convenience, the book is arranged as follows:

- (a) The 100 advertisements are printed on right-hand pages, where you can most easily see and study them.
- (b) The discussion of each advertisement is printed on the left-hand page facing it. This is to enable you to have the advertisement constantly before you while you are reading the facts about it.
- (c) A system of reference numbers is used to tie up the text with the illustrations. For example, if a large numeral ① is placed alongside the headline of an advertisement, a similar numeral ① is placed alongside the paragraph in the text which discusses the headline.

Important: There are definite, proved reasons for the inclusion of every single advertisement. Mere opinions and personal preferences are not considered sufficient reasons.

Of course, there are hundreds of advertisements whose proved records of success entitle them to be included in a book of this kind. However, in order to keep the book within the limits of a single usable volume, it was necessary to boil the list down to 100 examples.

Here are some of the factors that have been used as guides in the selection of these advertisements:

The sales directly traceable to individual advertisements, wherever this information was available.

Coupons, sample requests, and other forms of direct inquiries.

The number of box tops and coins received from advertisements offering premiums, etc.

The number of entries received in the case of contest advertisements, with especial emphasis on entries accompanied by proof of purchase of the product.

Mail order sales in the case of mail order advertisements.

The tabulated results of asking thousands of magazine readers which advertisements they have noticed and read in current publications.

And finally, the experience gained over a period of years through millions of dollars spent in testing advertisements to find out which sell the most goods. In other words, every recognized device has been brought to bear to make certain that the methods explained in this book are *methods that work*.

For assistance in the preparation of this book, thanks are due to M. V. Caples, the B.B.D.O. Library-Research Department, Mr. William I. Orchard, Mr. Robert Uhl, and Mr. Herbert West.

NEW YORK,
December, 1937.

JOHN CAPLES.

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FOREWORD

I HAVE known John Caples for about ten years, and during that time have published in *Advertising & Selling* upwards of twenty-five articles written by him. To my mind, the chief value of his writing is that it is based on facts rather than on opinions.

Mr. Caples began his advertising career as a writer of mail order copy—a type of work where every advertisement can be measured by the actual sales it produces. In 1927 he went into general advertising and carried with him the hard-boiled viewpoint of the mail order man. He applied mail order tests to general advertising, and where these could not be applied, he devised new tests. In 1932 he wrote the book “Tested Advertising Methods,” which became a best seller in the advertising field. In 1936 he wrote another volume entitled “Advertising for Immediate Sales.” Also in that year he was appointed by the Association of National Advertisers and the American Association of Advertising Agencies to serve on a committee to study methods of testing advertising.

This third volume, “Advertising Ideas,” is different in a number of respects from any advertising book ever published before. The earliest advertising books showed advertisements which, in the opinion of the authors, were worthy of note. Certain recent books have reflected the scientific trend of the times by showing advertisements with proven records of success. This book not only shows you successful advertisements, but it tells you how to produce successful advertisements. The book will help writers because it tells how to write copy that attracts readers and produces sales. It will help artists because it shows how to produce layouts that get attention. It will help advertising managers and other executives whose work touches advertising and sales. Also teachers of advertising and students will find here a simple explanation of how to build good advertisements. Above all, the younger man in advertising, the man whose future depends on knowing the latest scientific methods, will learn from this book how to make advertising make money.

FREDERICK C. KENDALL,
Editor, *Advertising & Selling*.

ADVERTISING IDEAS

A Practical Guide to Methods That Make Advertisements Work

Advertising the Cheerful Side of the Story

SOME advertisers make themselves known by spending large sums of money annually. This is called "tonnage of advertising." Others, such as the Phoenix Mutual Life Insurance Company, accomplish results by spending relatively small sums of money *scientifically*.

Every new Phoenix Mutual advertisement is first tested for sales results in a single publication. Only the advertisements which produce a large number of coupons and sales are used in national magazines.

The advertisement at the right appeared in *Collier's* and other national magazines. It is a *tested* advertisement.

Note the cheerful, self-interest approach of this advertisement. It features the money you get when you retire, instead of the money your widow would get if you were suddenly taken away.

Note the extremely long copy. Most advertisers would hesitate to use so much text. They would say, "So few people will read it." It is true that

not many people read lengthy advertisements clear through. But people who are really interested—in other words, the *real prospects* for a Retirement Income Policy—will read every word.

This advertisement gets results as follows:

① ② ⑤ A quick message is conveyed to glancers by the illustration, the headline, and the name plate, "Phoenix Mutual."

③ ④ The copy contains a long sales message for those who are really interested. Incidentally, the panel at the left ④ is a complete advertisement in itself. The three columns at the right ③ also tell a complete story. Actually two advertisements have been compressed into a single page.

⑥ The coupon offers a free booklet containing further information. This selects the so-called "hot prospects"—the people who are likely to buy immediately if properly approached by a salesman.

PHOENIX MUTUAL, one page, black and white, various magazines.

How a man of 40 can retire in 15 years

It makes no difference if your carefully laid plans for saving have been upset during the past few years. It makes no difference if you are worth half as much today as you were.

Now, by following a simple, definite Retirement Income Plan, you can arrange to quit work forever fifteen years from today with a monthly income guaranteed to you for life.

A Guaranteed Income for Life

Here is what \$200 a month Retirement Income, payable at age 55, will do for you:

It guarantees when you are 55 an income of \$200 a month for life. This income cannot stop until at least \$20,000 has been paid, and you can get as much as \$25,000, \$30,000 or more, depending only upon how long you live.

This important benefit is available alone; but if you are insured, additions can be made to your plan by which—

It guarantees upon death from accidental means before age 55 a Cash Payment to your beneficiary of \$40,000. Or a monthly income for life.

It guarantees upon death from any other cause before age 55 a Cash Payment to your beneficiary of \$20,000. Or a monthly income for life.

It guarantees in the event of permanent total disability before age 55 a Monthly Income for you.

It sounds too good to be true. But it is true. There are no "catches" in it, for the Plan is guaranteed by an 84-year-old company with over half a billion dollars of insurance in force.

The Plan is not limited to men of 40. You may be older or younger. The income is not limited to \$200 a month. It can be more or less. And you can retire at any of the following ages: 55, 60, or 65.

How much do you have to put in? We'll be glad to tell you the exact amount as soon as we know your present age, how much income you want, and how soon you want to retire.

Send for Free Plan Book

Write your date of birth in the coupon at the right, and mail today. You will receive without cost or obligation a copy of an illustrated booklet that tells all about the Phoenix Mutual Retirement Income Plan.



"You don't have to be rich to RETIRE AT 55 ON \$200 A MONTH"

"I'LL DRAW an income of \$200 a month for the rest of my life, as soon as I'm 55," said a certain man talking of his plans for the future.

"How can you do it on your salary?" asked his friend.

"Easy," said the first man. "I'm buying a Retirement Income on the installment plan. My income of \$200 a month begins when I'm 55, and it's guaranteed for life."

"What's more, if I should drop out of the picture before my retirement age, my wife would get a regular monthly income for the rest of her life."

"That sounds good," said the other, "but what if you're totally disabled, and can't make your payments?"

"I don't have to worry about that

either. If, before I reach 55, serious illness or accident stops my earning power for six months, then—so long thereafter as I remain disabled—I don't have to pay any premiums that fall due, and I'll get a Disability income besides."

"Fine. Can you tell me how much this new Retirement Income Plan would cost me?"

What Does It Cost?

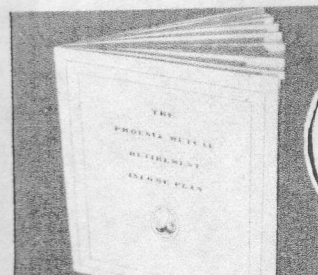
"How much you need to save each month depends on how old you are, when you want to retire, and the size of the income you will want."

"Why don't you write for the book called 'The Phoenix Mutual Retirement Income Plan'? They'll mail you a copy free. It tells all about how the plan works and what you get."

Here's your chance to find out how little it costs to retire at 55, 60, or 65 with a monthly income of \$100, \$200, \$300 or more guaranteed to you for life.

An Investment That Pays

Write the necessary information in the coupon below and send it now. You will be mailed a 24-page book that tells all about this new plan. It tells how you can provide money to leave your home clear of debt, money to send your son to college, money for special needs. It tells how this plan is backed by the Phoenix Mutual, an 84-year-old company with over half a billion dollars of insurance in force. No cost. No obligation. Send for your copy of this free book today. The coupon below is for your convenience.



PHOENIX MUTUAL LIFE INSURANCE CO.
915 Elm St., Hartford, Conn.
Send me by mail, without obligation,
your new book describing THE PHOENIX
MUTUAL RETIREMENT INCOME PLAN.

Name _____
Date of Birth _____
Business Address _____
Home Address _____

© 1935 P.M.L.I. Co.

An Argument That Attracted Thousands of Readers

THIS was the best-read advertisement in a recent issue of *The Saturday Evening Post*, according to a leading advertisement-checking service.* Here are features that helped to make it a winner:

- ① A headline that suggests a story.
- ② Comic strip technique.
- ③ A human-interest situation; namely, an argument between a policeman and a woman.

④ ⑤ ⑥ ⑦ Note that the people in the illustrations are shown in *animated poses*—not dull and quiet. A single glance at this page suggests that something dramatic is happening. When advertising men first produced comic strip ads, they failed to get action into the pictures. Each picture was simply a tiresome repetition of two people talking in the same pose. Now, the ad men have learned to imitate the professional comic strip artists and increase interest by continually shifting the poses of the characters.

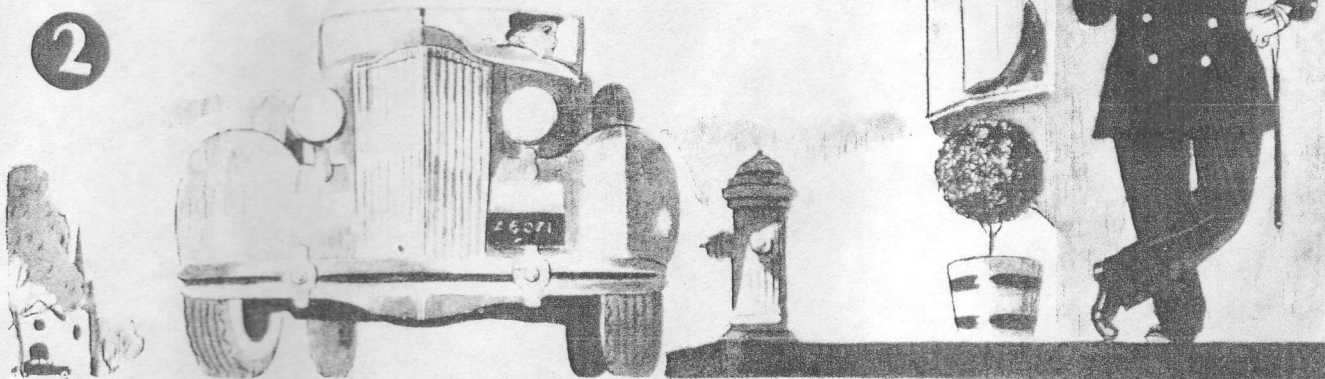
* Briefly stated, this reader-checking method operates as follows: Between 300 and 400 people who have read the current issue of a certain magazine are interviewed by reporters with regard to each advertisement of half-page size or larger. The reporter determines: (1) whether the person had seen the advertisement in the particular magazine and had then associated it with the product; (2) the extent to which he had

read the component parts. Results are tabulated on a percentage basis and also on the basis of cost. That is, if a color page and a black-and-white page both receive the same percentage of readers, the black-and-white page is considered the winner because it costs less than a color page. See page 203 for a detailed description of how this method of checking advertisements is handled by reporters working in eighteen cities.

SANKA COFFEE, one page, black and white, *The Saturday Evening Post*.

1 The Story of the Policeman and the Lady

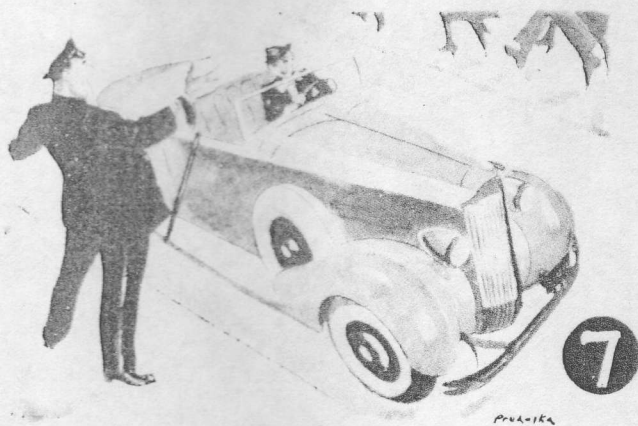
1. Whoosh... she came streaking down the street in one of them shiny red roadsters and parked plumb'n front of a fire plug. "Sô," said I to myself, "if it's trouble she's looking for, she's come to the right man... and on just the right day."



2. So over I go to where she was sitting in her car, as mad as all get out. "Sure," said I, very polite, "would you be wanting me to move the hydrant? Or maybe it's a ticket you're needing to teach you where to park around here."

3. "If you ask me," she snapped back, "what you need is something to teach you to keep a civil tongue." "It's a lot you know, young lady," said I, "about the nature of a man who loves good coffee but has been owl-eyed practically all night from drinking it at midnight."

4. "Oh don't I," she said. "Well, take the word of an ex-stayer-awake and get some Sanka Coffee. Most of the caffeine is taken out, so it can't keep you awake. Divine coffee, too." Before I could answer, she's off in a cloud of dust.



5. She was meek enough when I nabbed her, next day. "Do I get a ticket?" she asked. "Ticket, my eye," I said. "Instead I'll be thanking you for wising me up to a swell coffee that lets me sleep like a desk sergeant. Along with you and watch the fire plugs."

If you have a passion for good coffee... but are on bad terms with caffeine... get to know Sanka Coffee.

You'll find Sanka Coffee is real coffee at its fragrant best... and more. For 97% of its caffeine is removed... so it just can't keep you awake... or frazzle your nerves... no matter how much you drink.

Make Sanka Coffee the way all good coffee should be made... strong. Use a heaping tablespoonful of Sanka Coffee for every cup. If you "perk" it, give it a few extra minutes "on the fire."

Your grocer carries Sanka Coffee. It is a General Foods Product.



SANKA COFFEE

REAL COFFEE—97% CAFFEIN-FREE. DRINK IT AND SLEEP!

Using the "Sunday Rotogravure" Technique

BEST-READ advertisement in a recent issue of *The Saturday Evening Post*.

Not long ago, a survey was made among thousands of newspaper readers in order to find out which sections of the daily and Sunday newspapers were best read. The comics received the highest ranking, and the rotogravure pictures were second best. This coffee advertisement imitates the layout and human interest of the rotogravure section of a Sunday newspaper.

① The people in the pictures look like regular people doing interesting things, instead of professional advertising models in formal poses.

② The copy is printed under the illustrations. Investigations of peoples' reading habits have

shown that this increases the chances of the copy's being read.

③ The headline deals with one of the most interesting subjects in the world—*amateurs!* Most of us can remember Amateur Night at the theater, when folks from the audience went up on the stage to do their stuff. The attention of the audience always rose to new highs on these occasions. The public's interest in amateurs has been further heightened by various radio amateur hours. These are among the top programs of all time in number of listeners.

Notice also the type style used in the headline. It is similar to the style which the tabloid newspapers have found so successful in increasing circulation. This style does two things: (a) suggests big news, and (b) makes it possible to feature important words in extra-large type.

3 GIVE MORE AMATEURS A CHANCE



2 **SUCCESS AT NINE**—Veronica Mimosa is only 9 years old, but is already an accomplished musician. Plays the piano as few adults can. She was taught by her mother until the age of 7—then by a professional teacher. Has memorized one hundred selections. Her brilliant performance on the Amateur Hour brought her exactly the same reward a grownup would get... a featured place in one of Major Bowes' touring Units.



HOBO TO ROAD-SHOW STAR—Skeets Simmons said a hobo is "a tourist without funds"... he should know, because he *was* one. He followed the berry and fruit crops around the country, worked during crop seasons. But he's not a hobo any longer. His barnyard imitations were so well liked, he got a job with one of the Amateur Units—traveling around the country in style!



PENILESS ORPHAN BECOMES POPULAR BLUES SINGER—Rhoda Chase left a Pittsburgh orphanage at 18. Got a job in an Ohio candy store, but was advised by a customer to get into show business. Her deep-blue voice was ignored—until she wrote Major Bowes. She sang on the Amateur Hour. Joined a Unit back in Pittsburgh!

Recognition and success... and a regular salary after poverty and uncertainty... That's what your purchases of Chase & Sanborn *Dated* Coffee mean to those who win votes on Major Bowes' Amateur Hour.

And for you, this fine coffee means richer flavor—freshness assured by

dating—and real money saving due to the new, economical *Dated* bag.

Dated Coffee is rushed fresh to your grocer with a delivery date marked on every pound. And no pound remains on his shelf more than 10 days. Order Chase & Sanborn *Dated* Coffee at your grocer's tomorrow!

Every Bag of Chase & Sanborn Dated Coffee You Buy Helps Another Amateur



TALENT RECOGNIZED—Steeple Jack Kay made a dangerous living painting flagpoles. He developed an individual style of harmonica playing—holding the harmonica in back of his head—but never made anything of it until he went to Major Bowes. Then he got his chance at last!

Copyright, 1936, by Standard Brands Inc.

How Mr. Addison Sims of Seattle Became Famous

THIS is a mail order advertisement that became famous. It was being run in magazines as far back as 1924 and perhaps before then. It has been repeated many times since in many publications.

This is an unusual record of long life for any single advertisement. The opening sentence of the copy says, "Of *course* I place you! Mr. Addison Sims of Seattle." This line became known all over the United States, and has often been used jokingly when people were introduced to each other.

Only an advertising man, and especially a mail order man, can appreciate what it means when a mail order advertisement is run again and again over a period of years. It is as noteworthy as if the same horse kept winning the Kentucky Derby year after year.

Mail order concerns are continually testing new pieces of copy in order to discover new appeals that will bring sales at lower cost. There is a key number, such as "Dept. 22," in every coupon. Every time an advertisement runs, this key number is changed. This means that the sales cost for each piece of copy can be figured down to the last penny. The fact that this advertisement for the Roth Memory Course was used for so many years, means that *in all that time no other advertisement was produced that equalled this one in sales results*. Here are some of the factors that made this message outstanding:

① The headline has at least four good qualities. It begins with the word "How," which is one of the best headline words in the English language. The words "Improved My Memory" select the proper audience. The words "In One Evening" indicate that the method is quick and easy. And the headline as a whole is curiosity arousing. It makes people wonder what this method can be that gets such quick results.

② The subhead suggests a dramatic story and contains the word "Amazing," which is another one of those headline words that never seem to lose their appeal.

③ The copy begins with a breezy, entertaining story and leads you gradually into a powerful sales talk.

④ The copy contains convincing testimonials.

⑤ The copy does not reveal the method of the Roth Memory Course. You have to mail the coupon to find that out.

⑥ Finally, there is a powerful urge to action in the "Send No Money" paragraph, which gives you an opportunity to try the course five days, free, and then return it and owe nothing if you are not satisfied.

How I Improved My Memory ① In One Evening

The Amazing Experience of Victor Jones ②

"Of course I place you! Mr. Addison Sims of Seattle.

"If I remember correctly—and I do remember correctly—Mr. Burroughs, the lumberman, introduced me to you at the luncheon of the Seattle Rotary Club three years ago in May. This is a pleasure indeed! I haven't laid eyes on you since that day. How is the grain business? How did that merger work out?"

The assurance of this speaker—in the crowded corridor of the Hotel St. Regis—compelled me to look at him, though it is not my habit to "listen in" even in a hotel lobby.

③ "He is David M. Roth, the most famous memory expert in the United States," said my friend Kennedy, answering my question before I could get it out. "He will show you a lot more wonderful things than that, before the evening is over."

And he did.

As we went into the banquet room the toastmaster was introducing a long line of the guests to Mr. Roth. I got in line and when it came my turn, Mr. Roth asked, "What are your initials, Mr. Jones, and your business connection and telephone number?" Why he asked this, I learned later, when he picked out from the crowd the 60 men he had met two hours before and called each by name without a mistake. What is more, he named each man's business and telephone number.

I won't tell you all the other amazing things this man did except to tell how he called back, without a minute's hesitation, long lists of numbers, bank clearings, prices, parcel post rates and anything else the guests gave him in rapid order.

When I met Mr. Roth—which you may be sure I did the first chance I got—he rather bowled me over by saying, in his quiet, modest way:

"There is nothing miraculous about my remembering anything I want to remember, whether it be names, faces, figures, facts, or something I have read.

FREE EXAMINATION COUPON

WALTER J. BLACK, Inc., Dept. 22
2 Park Avenue, New York, N. Y.

Please send me, in a plain container, the Roth Memory Course of seven lessons. I will either remail the course to you within five days after its receipt or send you \$3.50 in full payment.

Name

Address

⑤

"You can do this as easily as I do. Anyone with an average mind can learn quickly to do exactly the same things which seem so miraculous when I do them.

"My own memory," continued Mr. Roth, "was originally very faulty. Yes it was—a really poor memory. On meeting a man I would lose his name in thirty seconds, while now there are probably 10,000 men and women in the United States, many of whom I have met but once, whose names I can call instantly on meeting them."

"That is all right for you, Mr. Roth," I interrupted, "you have given years to it. But how about me?"

"Mr. Jones," he replied, "I can teach you the secret of a good memory in one evening. This is not a guess, because I have done it with thousands of pupils. In the first of seven simple lessons which I have prepared for home study, I show you the basic principle of my whole system and you will find it—not hard work as you might fear—but just like playing a fascinating game. I will prove it to you."

He didn't have to. His Course did; I got it the next day from his publishers.

When I tackled the first lesson, I suppose I was the most surprised man in forty-eight States to find that I had learned—in about one hour—how to remember a list of one hundred words so that I could call them off forward and back without a single mistake.

That lesson stuck. So did the other six.

Read this letter from one of the most famous trial lawyers in New York:

"May I take occasion to state that I regard your service in giving this system to the world as a public benefaction. The wonderful simplicity of the method, and the ease with which its principles may be acquired, especially appeal to me. I may add that I already had occasion to test the effectiveness of the first two lessons in the preparation for trial of an important action in which I am about to engage."

This man didn't put it a bit too strong.

The Roth Course is priceless! I can count on my memory now. I can call the name of any man I have met before—and I keep getting better. I can remember any figures I wish to remember. Telephone numbers come to mind instantly, once I have filed them by Mr. Roth's easy method.

The old fear of forgetting has vanished. I used to be "scared stiff" on my feet—because I wasn't sure. I couldn't remember what I wanted to say.

Now I am sure of myself, confident, and "easy as an old shoe" when I get on my feet at the club, at a banquet, in a business meeting, or in any social gathering.

The most enjoyable part of it all is that I am now a good conversationalist—and I used to be as silent as a sphinx when I got into a crowd of people who knew things.

Now I can call up like a flash of lightning most any fact I want right at the instant I need it most. I used to think a "hair trigger" memory belonged only to the prodigy and genius. Now I see that every man of us has that kind of a memory of he knows how to make it work.

I tell you it is a wonderful thing, after groping around in the dark for so many years to be able to switch the big searchlight on your mind and see instantly everything you want to remember.

This Roth Course will do wonders in your office.

Since we took it up you never hear anyone in our office say "I guess" or "I think it was about so much" or "I forget that right now" or "I can't remember" or "I must look up his name." Now they are right there with the answer—like a shot.

Here is just a bit from a letter of a well-known sales manager up in Montreal:

"Here is the whole thing in a nutshell. Mr. Roth has a most remarkable Memory Course. It is simple, and easy as falling off a log. Anyone—I don't care who he is—can improve his Memory 100% in a week and 1,000% in six months."

My advice to you is don't wait another minute. Send for Mr. Roth's amazing course and see what a wonderful memory you have got. Your dividends in increased power will be enormous.

④

VICTOR JONES.

Send No Money ⑥

So confident are the publishers of the Roth Memory Course that you will be amazed to see how easy it is to double, yes, triple your memory power in a few short hours, that they are willing to send the course on free examination.

Don't send any money. Merely mail the coupon and the complete course will be sent, all charges prepaid, at once. If you are not entirely satisfied send it back any time within five days after you receive it and you will owe nothing.

On the other hand, if you are as pleased as are the thousands of other men and women who have used the course send only \$3.50 in full payment. You take no risk and you have everything to gain, so mail the coupon now before this remarkable offer is withdrawn. WALTER J. BLACK, Inc., Dept. 22, 2 Park Ave., New York, N. Y.

Presenting Important News

BEST-OBSERVED two-thirds page advertisement in a recent issue of *Time*.*

This advertisement has several important attention-getting elements, as follows:

- ① A well-known name is used in the headline.
- ② A well-known face, beloved by millions of movie-fans, is prominently displayed. And the

face is not pictured in a quiet portrait pose. Instead, it is shown in a lively, smiling, eye-catching pose.

① ③ Furthermore, this advertisement is *News!* Announcements and news have always shown attention-getting power. But an announcement as exciting as this is the ad man's dream. It is a "natural" for impelling attention.

* Note that this was not the best-read, but the *best-observed*, advertisement (on a cost basis) in the issue. The method for counting observers is the same as for counting readers. See page 203 for

complete explanation. As you go through this book, you will notice some significant differences between "best-read" and "best-observed" advertisements.

PACKARD, two-thirds page, black and white, *Time*.

① *Fred Astaire*
GOES ON THE AIR!



Packard presents a versatile
star to radio's millions ③

PACKARD presents to America a new type of radio entertainment—a full hour show that promises to rank as one of the greatest on the air!

Heading the cast of the Packard Hour is Fred Astaire—famous star of musical comedy and screen. You'll hear him sing, dance, and

participate in sparkling light comedy scenes. You'll hear him play host to famous Hollywood guest stars.

Packard cordially invites you to hear the Packard Hour every Tuesday night. You'll vote it the greatest program you ever heard!



THE PACKARD HOUR

With Johnny Green and His Orchestra

EVERY TUESDAY NIGHT

9:30 P. M. Eastern Daylight Saving Time

COAST-TO-COAST N B C RED NETWORK

Dramatizing What the Product Will Do for the Reader

BEST-OBSERVED color advertisement in a recent issue of *Time*.

② *The principal "stopper" in this advertisement is the beautiful photograph (in natural color in the magazine) of a modern living room, taken by the well-known commercial photographers, Bruehl-Bourges. Since all of us want attractive homes, a picture of this kind appeals to every magazine reader.

① Timeliness: This advertisement was published in the post-depression period—at a time when millions of people were thinking about fixing up their homes.

③ The economy angle: The advertisement does not urge you to go to the expense of buying entirely new furnishings for your home. It simply tells you how you can modernize your home with paint and glass—a mirror here and there . . . newly painted walls and ceilings . . . furniture touched up gaily with gleaming enamel. In other words, this message appeals to the broadest possible market by offering beautiful interiors at low cost. Instead of straight selling, the copy approaches the reader with information and new ideas. And finally, a convenient coupon offers a free booklet to those who want further information on this popular subject.

* Note that item ② is discussed before item ①. This is done in order to discuss items *in order of importance* rather than in numerical order.

PITTSBURGH PLATE GLASS, one page, four colors, *Time*.

The Pittsburgh Plate Glass Company presents

MAGIC WAYS TO MODERNIZE WITH

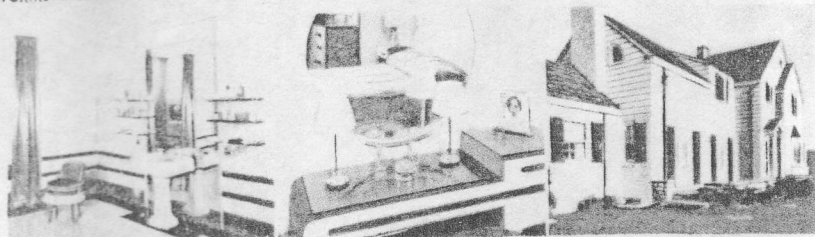
Paint and Glass

Paint and glass will work miracles in 'most any room. Palmetto Green Wallhide Paint will give colorful walls like those in the picture. You can use White Waterspar Enamel for the woodwork trim. The keynote of this room is the fireplace, framed and paneled to the ceiling with lovely mirror glass. The coffee table has a mirror top.



FURNISHINGS COURTESY B. ALTMAN & CO.

PHOTOGRAPH . . . BRUEHL-BOURGES



Walls of Carrara Structural Glass bring beauty to outmoded, unattractive bathrooms. Here, upper walls of Wallhide Paint and a large flesh-tinted mirror enhance the smart ensemble effect.

Gracious reflections in glass of gayly colored painted furniture! Your bedroom awakes to new beauty with miracle-working Pittsburgh Mirrors, blue, flesh tinted, gold, gunmetal or Crystalex.

You've no idea how wonderfully a coat or two of long lasting Sun-Proof Paint, in your favorite color combination, can improve the exterior looks of your home! Inexpensive and quick, too!

IT'S amazing what a transformation the use of glass and paint can make in your home! A mirror here and there . . . newly painted walls and ceilings . . . furniture touched up gayly with gleaming enamel . . . you wouldn't believe how successfully these simple things can give new life, loveliness and color to rooms which have become unattractive to you through age or familiarity.

Our Studio of Creative Design has prepared a book crammed with practical suggestions for home improvement, equally valuable whether you rent, own or plan to build a home. It's called "Designs for Living" . . . and it tells you many things about home decoration . . . how to make kitchens care-free, small rooms larger, how to plan a remodeling job and what colors to use inside and out. It contains scores of valuable hints, many of them quite inexpensive to follow . . . and it's absolutely free. Send the coupon . . . now . . . for your copy.

Listen to the colorful music of the Pittsburgh Symphony Orchestra every Thursday at 8:00 P.M., E.S.T., over NBC Blue Network and associated stations.



Paint { PITTSBURGH } Glass
PLATE GLASS COMPANY

Makers of WALLHIDE PAINT • WATERSPAR ENAMEL and VARNISH • SUN-PROOF PAINT
FLORHIDE • GOLD STRIPE PAINT BRUSHES • POLISHED PLATE GLASS • MIRRORS
FENNVERNON WINDOW GLASS • CARRARA STRUCTURAL GLASS • DUPLATE SAFETY GLASS

PITTSBURGH PLATE GLASS COMPANY
2326-A Grant Building, Pittsburgh, Pa.

Please send without obligation, your new book "Designs for Living" prepared by your Studio of Creative Design.

Name _____

Street _____

City _____ State _____

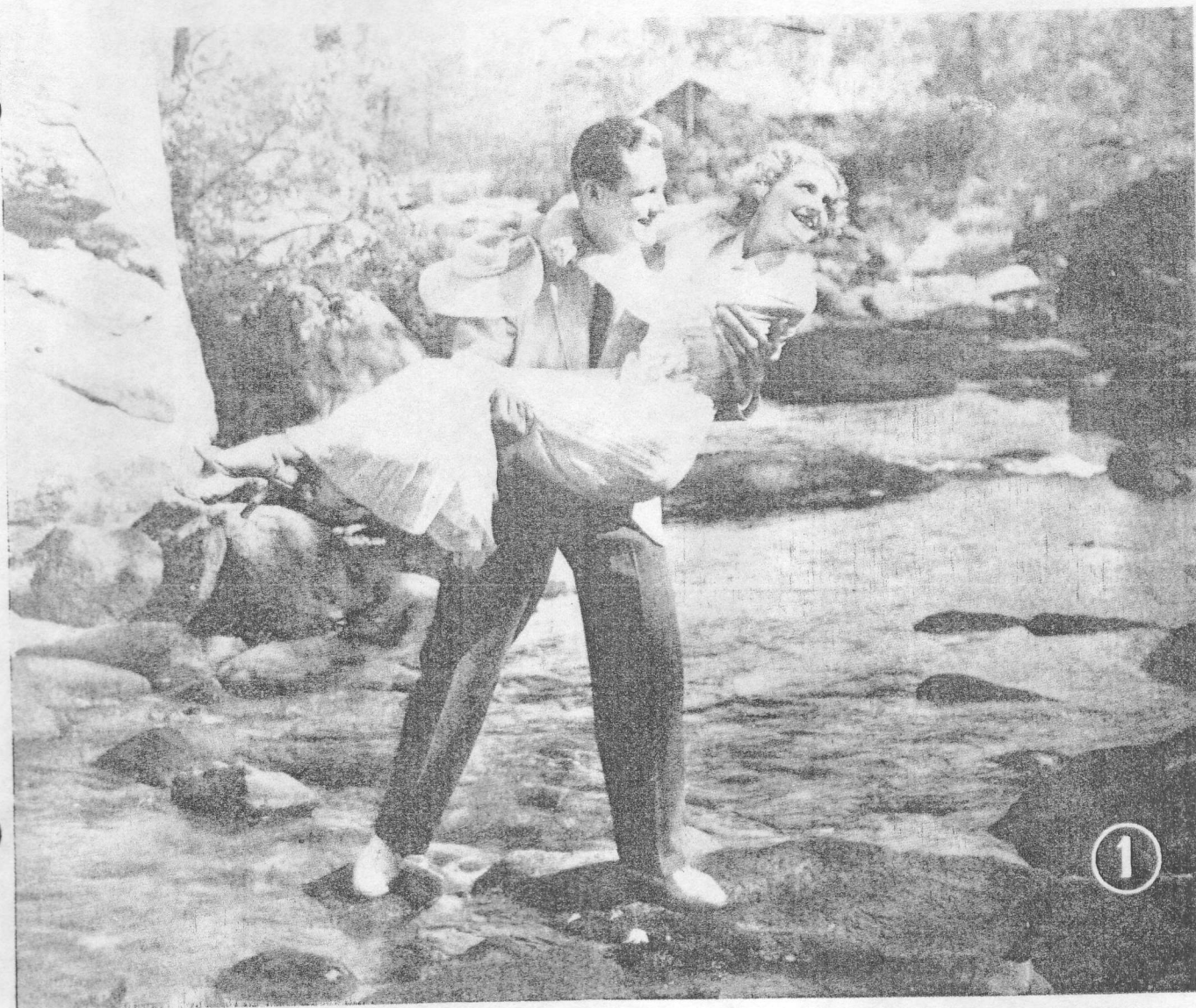
An Age-old Formula for Getting Attention

BEST-OBSERVED advertisement in a recent issue of *Collier's*.

Time and again an advertisement containing a picture of a good-looking man carrying a pretty girl in his arms has been a winner. This theme goes deep into the subconscious mind of every man, woman, and child. Since time immemorial, every girl has dreamed of being carried off by a handsome man, and every male has dreamed of carrying off a beautiful girl.

① This advertisement shows the realization of both dreams in a single photograph. No wonder it was a "stopper"! It is interesting to note that the advertisement was a winner on "observation" rather than on "high reading." This simply bears out the fact that the most interesting part of the story is told in the picture rather than in the copy.


② The sales message in the headline is simple and cannot be missed by anyone who gives this page more than a fleeting glance.



2 A hard picture to get — but Agfa film got it!



It's hard to get detail in deep shadow and in sparkling patches of bright sunlight at the same time. But see how Agfa Film's wide latitude does it... without over-exposure in the light spots. Notice the subtlety of tones, especially in the facial modelings.

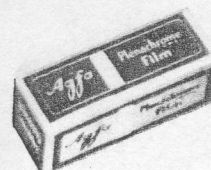
 Figures moving in mottled patches of light and shadow... against a glaring background of bright sun on running water. Not very promising conditions for a good photograph!

But just the sort of place to use Agfa Plenachrome Film. The film that not only gives you good pictures under favorable conditions, but insures best possible results even when lighting and weather conditions are far from the best.

Plenachrome's wide latitude, high speed and color sensitivity give you clear, brilliant negatives, with every detail perfect.

Next time... ask for Agfa Plenachrome Film. Every roll is sold with the guarantee of "Pictures that satisfy or a new roll free." Made by Agfa Anasco Corporation in Binghamton, N. Y.

AGFA
PLENACHROME
MADE IN U.S.A.



THE GUARANTEED FILM

A Sure Way to Get Copy Read

BEST-READ two-thirds page advertisement in a recent issue of *Time*.

③ Surveys among magazine readers have shown that people like to read copy under illustrations. It is likely that they develop this habit in childhood while reading schoolbooks and story books. And the habit is continued later in life because much interesting editorial material in magazines and newspapers is found underneath illustrations. In this ad, not just part of the copy, but *all the copy*, is under illustrations.

Furthermore, the copy is *fact copy*—not merely a string of adjectives that give no information. Note the specific information on prices, ports of call, accommodations, etc.

① Notice the subhead featuring “low rates.”

② Last, but not least, notice the interesting *photographic* illustrations, two of which contain an attractive girl in a bathing suit, a never-failing device for getting attention.

CANADIAN AUSTRALASIAN LINE, two-thirds page, black and white, *Time*.



NEW ZEALAND

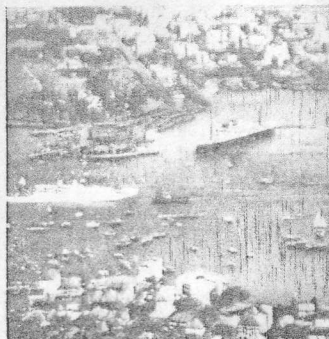
SURPRISINGLY LOW RATES

1

2

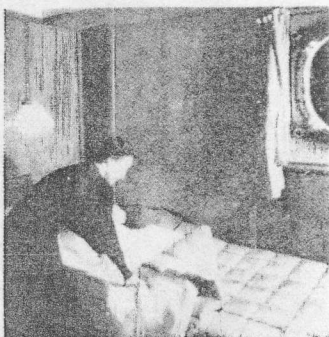


Come to New Zealand and Australia by the Sunshine Route. Travel on Canadian Australasian liners, ships built for comfort in the tropics. Fares to Sydney: only \$332 up, First Class . . . \$226 up, Cabin Class. Also, low-cost Third Class.

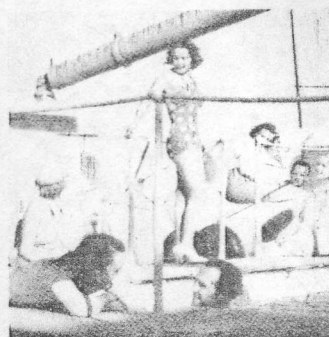


51-day all-expense tour to New Zealand, \$476 up, Cabin Class . . . 15 days in New Zealand. Or if you prefer, take the 51-day tour to Australia . . . \$480 up, Cabin Class . . . 6 days in Australia. Also 65-day all-expense tours, \$650 up.

3



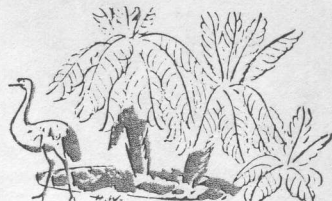
You'll like the huge *Aorangi* . . . accommodations, private baths, and decorations all dated 1936. Or go on her running mate, the *Niagara*. Outdoor pools on both ships. Meals and service equal to highest Trans-Atlantic standards.



Sail from Vancouver or Victoria to Honolulu, Fiji, Auckland, Sydney, Melbourne. Connect at Honolulu from California ports. Ask about all-inclusive tours. Booklets and details from YOUR OWN TRAVEL AGENT or Canadian Pacific.

Canadian Australasian Line

AUSTRALIA



Putting Human Interest into Everyday Situations

BEST-OBSERVED black-and-white advertisement in a recent issue of *The Saturday Evening Post*.

Three qualities helped to make this advertisement a winner:

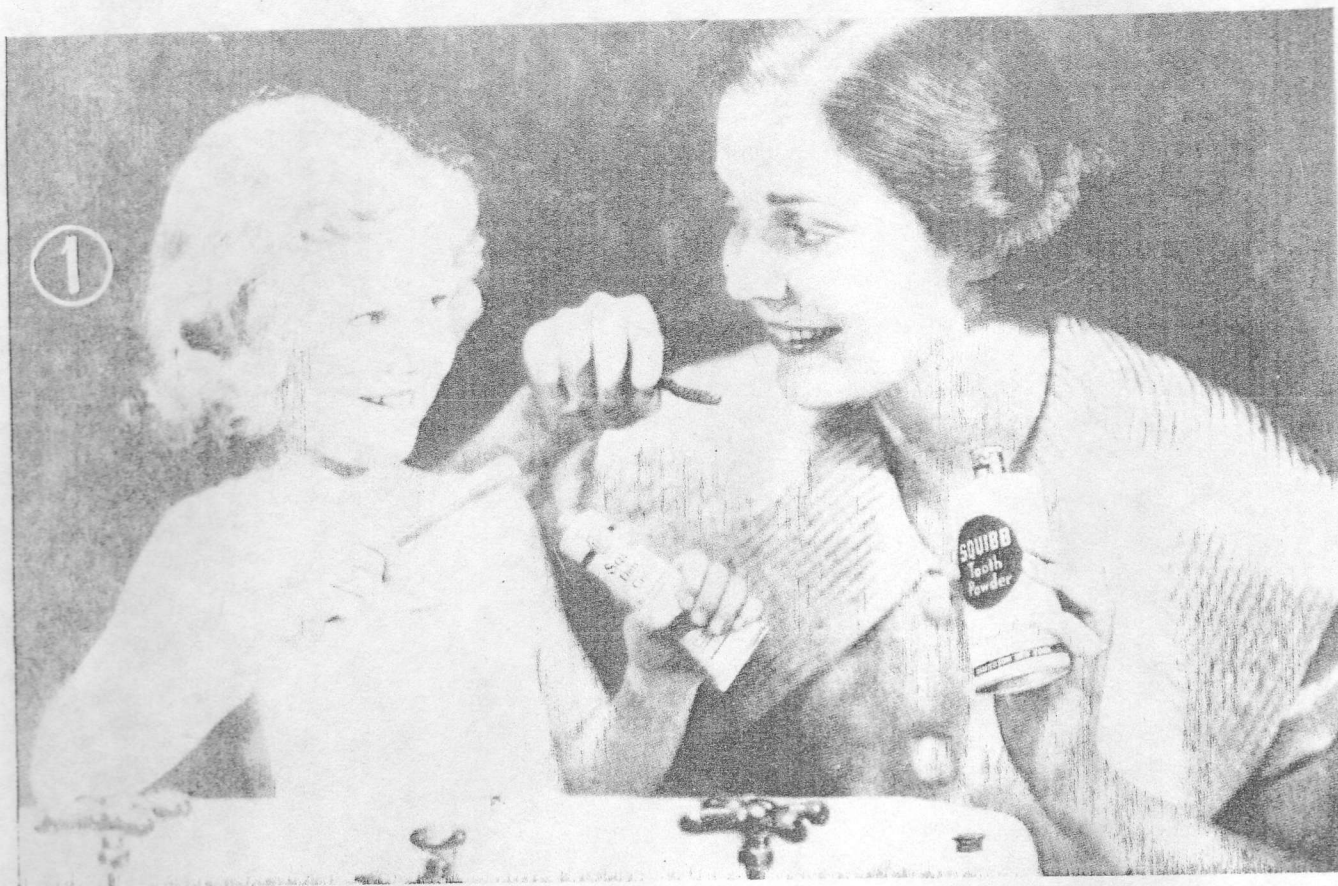
① A large and excellent photograph, full of human interest.

② A headline that contains a self-interest appeal to everyone and is at the same time believable.

① ② ③ ④ A simple, pleasing layout.

① ② ④ Note how picture, headline, and name plate tell a complete story.

SQUIBB TOOTH POWDER, one page, black and white, *The Saturday Evening Post*.



Most tooth decay can be prevented 2

DENTAL science has moved forward more rapidly than is generally known. The dental profession today knows that for people of all ages there is no need for most of the pain, the expense and the illness throughout life that have their source in tooth decay.

Because of this fact millions of men, women and children are following the Squibb Plan.

3 The daily care of their teeth has a purpose far more important than merely brightening the teeth or sweetening the breath. It is part of a plan by which most tooth decay can be prevented.

In following this plan the dentifrice used should contain an element that penetrates into many tiny crevices to neutralize the bacterial acids, that cause tooth decay, wherever it comes into contact with them.

Squibb Dental Cream and Squibb Tooth Powder both contain an antacid many times more effective than Bicarbonate of Soda. Both are thorough cleansers. They are refreshing to the taste and soothing to the gums.

These two products do not contain soap or harsh abrasives and were developed by the Squibb Laboratories in cooperation with members of the medical and dental professions to provide the best possible daily aid in safeguarding the health of teeth and gums. They are available today in any drug store at little cost.

THE SQUIBB PLAN by which most tooth decay can be prevented

1. Go to your dentist and follow his advice. This will include the kind of toothbrush to use, and how to use it; what kind of dentifrice to use, and what kind not to use; and whether you should supplement your own home treatment with the use of dental floss and oral perborate.
2. Check your diet with your physician or dentist—to be sure your system is getting the elements essential to the health and strength of your teeth.
3. Brush your teeth thoroughly, at least twice a day, and be sure you use a dentifrice scientifically prepared to clean teeth effectively, and safely.

START TODAY on the Squibb Plan for the care of the teeth and gums. It costs little and may prevent pain, ill health and expense later in life.

4 SQUIBB DENTAL CREAM · SQUIBB TOOTH POWDER

The Priceless Ingredient of Every Product is the Honor and Integrity of its Maker

One of the Best-selling Mail Order Ads Ever Written

THE highly successful Book-of-the-Month Club has built much of its business on advertisements like this. Many of the best-known works of well-known authors have been offered free "to those who join the Club at this time."

This particular page, featuring Eugene O'Neill, has been one of the most frequently repeated advertisements over a period of years. Here are some of the qualities that made it a winner:

① A wonderful free offer is made in the headline—the type of offer which would especially appeal to the very people who are the best prospects for the Book Club.

① ② A famous author is featured in both headline and illustration. The illustration has

added interest because it is large and because it is a photograph rather than a drawing. The serious expression on Mr. O'Neill's face, while it would be out of place in a toothpaste advertisement, is striking, and it is appropriate to the type of plays for which he is famous.

③ The subhead answers the principal questions that occur to every reader: (a) What does it cost to belong to the Club? (b) Do I have to buy a book every month?

Note that although this is a mail order advertisement, it has dignity and helps to build prestige for the advertiser. This answers an objection that some people have raised; namely, that mail order advertising has to sacrifice prestige in order to produce immediate sales.

① NINE PLAYS

BY EUGENE O'NEILL

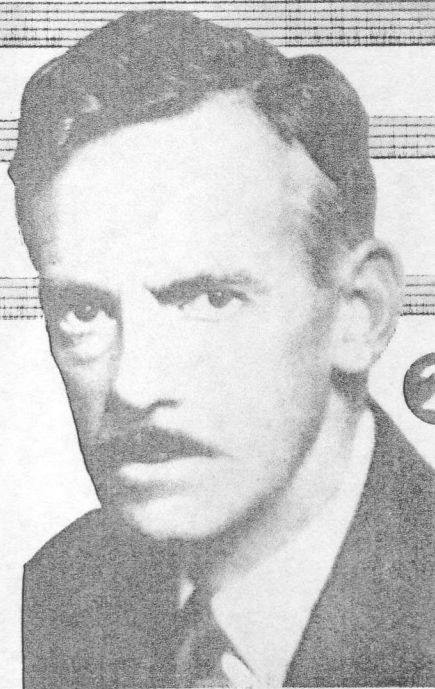
FREE- FOR YOUR LIBRARY

③—to those who join the Book-of-the-Month Club at this time . . . it costs nothing to belong and you do not have to take a book every month

WE suggest that you send the coupon below to get full information as to what the Book-of-the-Month Club does for book-readers, and then decide once for all whether or not you want to join. Are you aware, for instance, *that as a member you are not obliged to take a book every month; nor are you ever obliged to take the specific book-of-the-month chosen by the judges? You may buy it or not, as you please, after reading the judges' pre-publication report about it. Nor do you have to pay any fixed sum to be a member of the Club*—there are no dues, no fees, no fixed charges of any kind. You simply pay the regular retail price for such books as you decide to buy. What then is the advantage of joining?

There are many: first, under the unique book-dividend policy of the Club, for every dollar its members spend on books they receive back on the average over 50% in the form of free books. Second, without a penny

of expense, through the reports of the judges you are kept completely informed about all the important new books, so that you can choose among them with discrimination, instead of having to rely upon ballyhoo and hearsay. Equally important, the system really ensures that you will not miss the particular new books you are anxious to read. There are several other advantages like these, not readily measurable in money, that cannot be outlined here for lack of space. Surely, within the next year, the distinguished judges of the Club will choose as the book-of-the-month or recommend as alternates, *at least a few books* that you will be very anxious not to miss and which you will buy anyway. Why not—by joining the Club—make sure you get these *instead of missing them, which so often happens*; get the really substantial advantages the Club affords, and at the same time get a copy of NINE PLAYS by Eugene O'Neill, free. Send the coupon below for full information.



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MOURNING BECOMES ELECTRA

STRANGE INTERLUDE

THE EMPEROR JONES

MARCO MILLIONS

THE GREAT GOD BROWN

ALL GODS' CHILLUN GOT WINGS

LAZARUS LAUGHED

THE HAIRY APE

DESIRE UNDER THE ELMS

BOOK-OF-THE-MONTH CLUB, INC.
386 FOURTH AVENUE, NEW YORK, N. Y.

521

PLEASE send me, without cost, a booklet outlining how the Book-of-the-Month Club operates. This request involves me in no obligation to subscribe to your service.

Name _____

Address _____

City _____ State _____

Books shipped to Canadian members through Book-of-the-Month Club (Canada) Limited

A Nude Deal in Advertising

BEST-OBSERVED black-and-white advertisement in a recent issue of the *Ladies' Home Journal*.

② Of course, the main stopper here is the photograph of the nude woman. This would have been considered bad taste five years ago, and absolutely immoral in the days when women wore bathing suits with skirts and stockings and sleeves. In those days, a photograph like this, if it were not banned by the U. S. Post Office, would probably have created more ill will than good will for the product.

But times have changed. Women not only

noticed this advertisement more than any other black-and-white page in the magazine, but they frankly admitted that fact when interviewed by reporters.

Other attention-getting features of this ad are as follows:

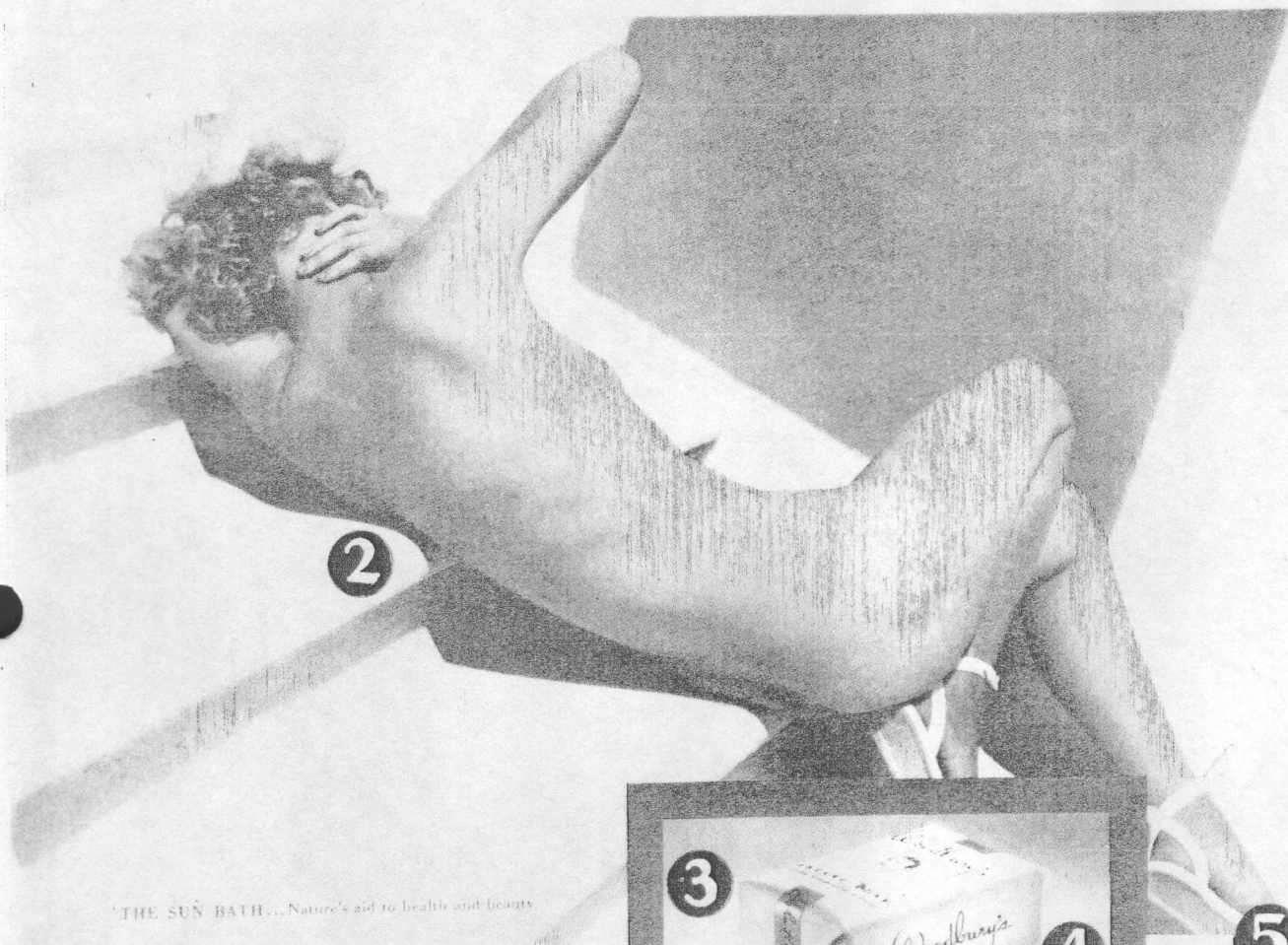
① ② The headline and illustration are timely, since the advertisement appeared in July, which is an ideal month for sun baths.

The advertisement tells a quick story, as follows: ① headline, ② main illustration, ③ picture of product, ④ reduced price (Woodbury's Soap used to be 25 cents), ⑤ money-back offer.

WOODBURY'S FACIAL SOAP, one page, black and white, *Ladies' Home Journal*.

Science enriches Woodbury Formula with Benefits of "Filtered Sunshine"

Nature's source of beauty for the skin!



"THE SUN BATH" ... Nature's aid to health and beauty

THE sun never sets on the progress of Science! Each year brings new wonders. And 1936 marks the greatest single contribution that Science has ever made to the charm and loveliness of American women.

Today, a soap you have long known and loved... Woodbury's Facial Soap... gives your complexion, all your skin, the marvelous, beauty-enhancing benefits of "Filtered Sunshine."

Now Endowed with Benefits of "Filtered Sunshine"

For more than 50 years Woodbury's creamy lather has coaxed finer texture and clear radiance to faulty complexions, improved every normal skin.

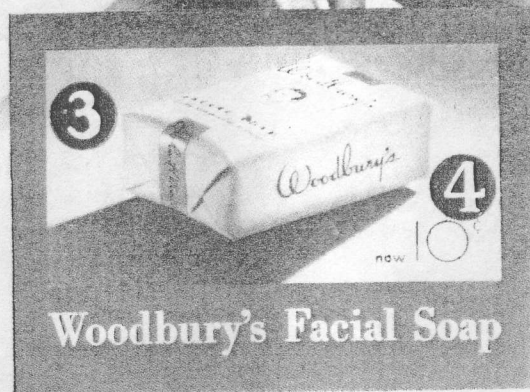
Now the original Woodbury formula brings you a new refinement. By

an exclusive, patented process, one of its ingredients is now irradiated with "Filtered Sunshine"... those gentle, kindly rays that are Nature's aid to skin loveliness.

This "Filtered Sunshine" element is released from Woodbury's lather as you wash and bathe. The skin readily absorbs it, as extensive tests by a leading university have proved.

A Luxurious Economy

Try this amazing new scientific soap! You can at very little cost and on Woodbury's promise to refund your money, if you're not delighted! The new Woodbury's is only 10c for the same big, long-lasting cake for which,



in years past, you paid twenty-five cents.

Your complexion will soon become "A Skin You Love to Touch"... your skin all over will be softer, smoother. And don't be selfish! Let your whole family use the new "Filtered Sunshine" Woodbury's for face, hands and bath. It's splendid for the baby's bath, too, leading authorities agree. At all drug, department and ten-cent stores, and at your grocer's! Get 3 cakes today!

unused cake in wrapper (seals unbroken) and the wrappers from the two used cakes. Tell why Woodbury's did not suit you, also amount paid for 3 cakes. We will then refund to you the full purchase price, plus postage. Address, John H. Woodbury, Inc., 167 Alfred St., Cincinnati, Ohio. In Canada, John H. Woodbury, Ltd., Perth, Ontario.

TUNE IN on PAUL WHITEMAN, NBC Network—every Sunday evening, 9:45 E. D. T.

Look for the head and signature, John H. Woodbury, Inc., on all Woodbury products. © 1936, John H. Woodbury, Inc.

Getting Attention by Being Different

BEST-READ color advertisement in a recent issue of *Collier's*.

One way to get attention is to be *different*. Most ads show photographs of people in lifelike poses. This shows a carved bust. Most ads show modern people. This shows a hero of early American history.

There is a rugged simplicity about this page that makes it easy to look at and easy to read. It contains only a few elements:

① ② A short headline and a big illustration.

③ A single copy panel.

④ ⑤ Product and name plate.

Other points which helped to give the copy high reading are as follows:

(a) The copy is short.

(b) The copy is framed in a white cut-out panel which makes it stand out.

(c) The bust of Paul Jones is looking directly at the copy panel. This draws the eye in that direction.

COURAGE...to make *finer* whiskey

1

3

*H*OW easy it would be for us to take short cuts—and give you a whiskey *almost* as good as Paul Jones!

But we're just old-fashioned enough to cling steadfastly to the slow, time-proven methods of distilling that we've used for over seventy years, and give you—*Paul Jones!*

One sip of this noble, rich, deep-flavored whiskey will tell you why we're such sticklers for quality—and why, for four generations, Paul Jones has been known as one of America's truly great whiskeys!

★ ★

*A GENTLEMAN'S WHISKEY
SINCE 1865*

★ ★

Frankfort Distilleries, Inc.,
Louisville & Baltimore, makers
of Four Roses (94 proof), Old
Oscar Pepper (90 proof), Mat-
tingly & Moore (90 proof)—all
blends of straight whiskies.



2

4



5

Paul Jones
A BLEND OF STRAIGHT WHISKIES
—92 PROOF

Holding Readers after You Have Stopped Them

BEST-OBSERVED and best-read black-and-white advertisement in a recent issue of *McCall's*.

This advertisement has many attention-getting features:

- ④ Name of a famous movie star.
- ② Photograph of the star in attractive and animated pose.
- ① ⑥ Strip technique plus some interesting situations.

① Universal appeal—women's desire for romance.

③ Copy placed at bottom of illustrations.

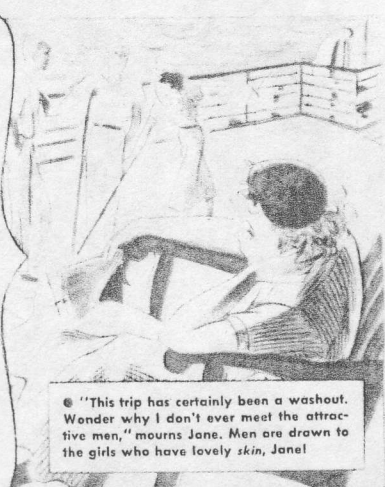
① ⑥ Headlines in unconventional lettering instead of formal type.

⑤ ⑦ ⑧ ⑨ Four testimonials, including the one from Irene Dunne.

In general, notice how effectively this page uses the technique of (a) stopping the reader with a single big picture, and (b) holding the reader's attention with a series of smaller pictures.

LUX TOILET SOAP, one page, black and white, *McCall's*.

1 EVERY GIRL LONGS FOR ROMANCE



• "This trip has certainly been a washout. Wonder why I don't ever meet the attractive men," mourns Jane. Men are drawn to the girls who have lovely skin, Janel



• "I've bought so many shower gifts this spring," thinks Dot. "I wish the girls could give a shower for me!" Better look to your complexion, Dot!



• "It seems as though I'm always the extra girl," sighs Betty from the back seat. Too bad she doesn't realize that unattractive Cosmetic Skin is spoiling her good look!

3

IRENE DUNNE

RKO-RADIO STAR

4

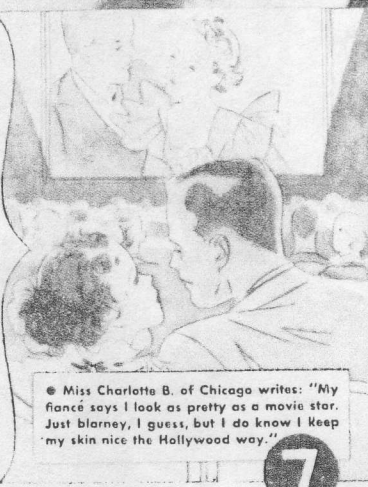


DON'T RISK COSMETIC SKIN! MY COMPLEXION CARE—LUX TOILET SOAP—REMOVES COSMETICS THOROUGHLY—KEEPS SKIN SOFT AND SMOOTH

5



6 IT COMES TO GIRLS WHO GUARD AGAINST COSMETIC SKIN...



• Miss Charlotte B. of Chicago writes: "My fiancé says I look as pretty as a movie star. Just blarney, I guess, but I do know I keep my skin nice the Hollywood way."

7



• Miss Susan M. of St. Joseph, Mo., says: "I'm engaged to Danny. Maybe my Lux Toilet Soap complexion is responsible—Danny says nice things about my skin."

8



• Miss Elizabeth B. of Conyngham, Pa., says: "Last week Paul gave me my ring." Elizabeth knows you can use cosmetics freely, yet keep skin lovely with Lux Toilet Soap.

9

Right and Wrong Ways to Handle a Difficult Subject

BEST-OBSERVED and best-read half-page advertisement in a recent issue of *Collier's*.

① News is the chief feature of this advertisement. Anything as radically new in men's wear as a slide fastener or "zipper" for trousers is bound to get attention. Reason: Men's styles do not change as rapidly as women's. If you look at a photograph of a street scene taken in 1910, the women's clothes look outlandish, but you will see men wearing apparel similar to that which they wear today.

② ③ ④ ⑤ Notice how the large illustration plus the three sub-illustrations make clear the merits of the product and explain how the slide fastener works.

① The headline makes a strong appeal to self-interest and plays up in big lettering (a) the main feature which men desire in clothes, and (b) the special trade-marked type of slide fastener which the manufacturer wants to sell.

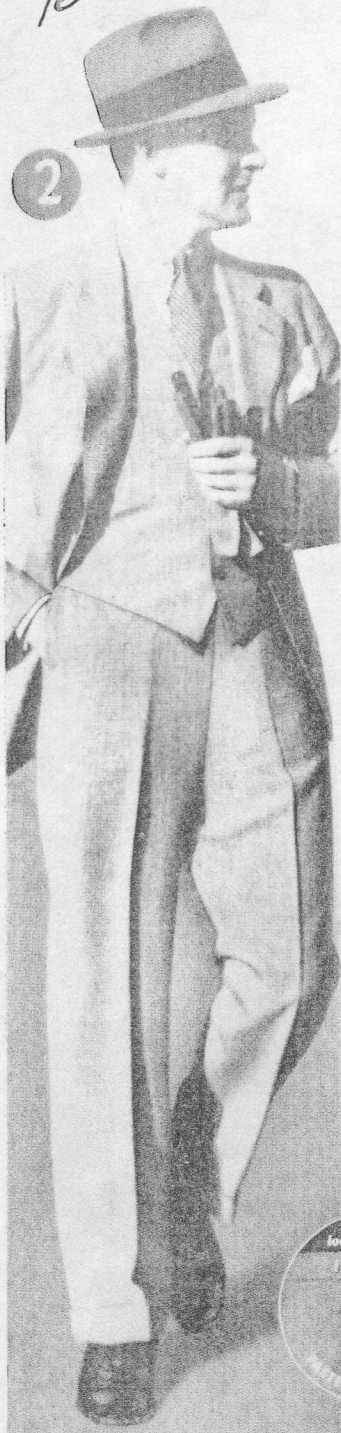
The restraint and dignity of this advertisement are also important. Slide fasteners for trousers have received a certain amount of "kidding," which is bad for sales. This "kidding" would be greatly increased if the ads were made too obvious by the use of arrows pointing to the fastener or by ludicrous situations involving "the trousers that wouldn't stay closed" or "the trousers that couldn't be opened." Only after a product of this kind has been generally accepted and the novelty has worn off, is it safe to remove some of the restraint from the advertising.

Better Appearance...
for the whole life
of the suit

in

Trousers Tailored
with

TALON



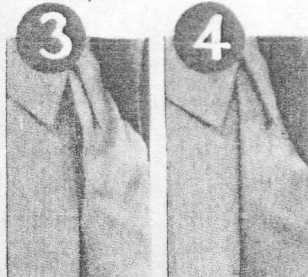
The button closing for trousers may be presentable, perhaps, when new, and freshly pressed. But soon after appear wrinkles . . . gaps . . . signs of shabbiness . . . growing worse the longer you wear the trousers.

But what a difference the Talon closing makes! This small, flexible Talon trouser fastener gives a trim and finished appearance that will last the life of the trousers. And the Talon fastener creates a *continuous* closure where a continuous closure is important to good taste.

Already 8,000,000 men wear trousers with the Talon closing . . . this Spring, 474 manufacturers are licensed to use Talon . . . and to meet their needs, many thousands more fasteners are made every day.

Wear a pair of trousers tailored with Talon and discover all this new closing means to men.

Hookless Fastener Company,
Meadville, Pa.



WITH BUTTONS WITH TALON



The Talon trouser fastener is made especially for trousers. The slider locks so that it cannot slip down. Talon is precision-made . . . always dependable . . . always works easily. Can't catch in underclothing because of protective underflap. Makes disarray impossible . . . refines drape and finish. Rustless . . . unharmed by dry cleaning and pressing. Gives perfect service far beyond the life of a suit.

Today . . . well-tailored trousers are
closed with the **TALON** slide fastener

Reg. U. S. Pat. Off.

Shakespeare Would Have Laughed at This

BEST-OBSERVED black-and-white advertisement and best read of all advertisements in a recent issue of *Collier's*.

When you consider how many millions of people in the United States attend the movies regularly, it is easy to understand why a page like this attracted attention.

① The main illustration is an attention-getter because it shows the familiar faces of two well-known movie stars in an amorous pose.

The sub-illustrations portray interesting situations from a famous story. Notice that the sub-illustrations are not separated by white space from each other or from the main illustration. Instead, there is a continuous gray background which merges all the pictures into one big dominating illustration. This method, simply by putting more ink on the page, gives the illustration a

stopping power greater than it would have if the pictures were separated into small vignettes.

② The headline is a stopper because it is made up entirely of famous names. Note how the movie stars' names are printed in larger type than the name of the play and the author. Shakespeare lovers might resent this, but the ad man who designed this page knew that the names of Norma Shearer and Leslie Howard had greater pulling power with the masses than either Shakespeare or Romeo and Juliet. This fact was illustrated by a humorous cartoon which appeared in a magazine at the time this movie was being released. The cartoon showed a young man and his girl friend leaving a motion-picture house where they had witnessed a showing of Romeo and Juliet. The girl, with an indignant expression, was saying to her escort, "Aw, why didn't you tell me it had a sad ending!"

METRO-GOLDWYN-MAYER, one page, black and white, *Collier's*.



1
Scenes of combat that will stir your pulse...tender, haunting romance that will stay ever fresh in your memory...spectacular beauty that will set a feast for your eyes—in the greatest melodramatic romance of all time...presented as it has never been before...the final glorious flower of motion picture achievement.

NORMA SHEARER LESLIE HOWARD

2

in William Shakespeare's
Romeo and Juliet

with JOHN BARRYMORE

EDNA MAY OLIVER • BASIL RATHBONE • C. AUBREY SMITH
ANDY DEVINE • RALPH FORBES • REGINALD DENNY
CONWAY TEARLE • ROBERT WARWICK • VIOLET KEMBLE-COOPER

Directed by
GEORGE CUKOR

1 Metro-Goldwyn-Mayer
Picture

The Kind of Copy Women Like to Read

BEST-READ color advertisement in a recent issue of *Good Housekeeping*.

③ Appetite appeal is the big attraction here. The pieces of cake were shown in rich natural color, one with pink frosting, one with yellow frosting, one with white frosting—and all delicious-looking. In addition, there is an appeal to pride. Any woman would be proud to serve such attractive home-baked cake.

① ② The headline and bridal decoration are timely, since this advertisement appeared in the month of June.

② ④ The headline and the panel, which is set in the illustration, feature the idea of *thrift*.

⑤ This list is interesting and informative, since it tells what kind of cake to serve on various occasions.

⑥ Women like to read recipes. Surveys have shown that recipes, even though set in small type, frequently receive twice as high a reading as straight sales talk set in larger type.

Note that in addition to calling for Calumet Baking Powder, the recipe does not call for ordinary flour; it calls for Swans Down Cake Flour, another General Foods product.

⑦ Good featuring of Calumet's easy-opening can.

⑧ Attractive free offer.

NOTE: Some ads in this book which are listed as "best read" contain short copy—100 words or less. This Calumet ad contains over 450 words,

not counting the coupon. Therefore, it is a considerable achievement for this lengthy ad to be the best-read color page in the magazine.

CALUMET BAKING POWDER, one page, four colors, *Good Housekeeping*.

1

Bridal Festivities call for "VELVETY CRUMB"

2

GET IT WITH CALUMET, "THRIFTIEST OF BAKING POWDERS"

3

4

Why is Calumet "the thriftiest of baking powders"?

1. First—low price! The regular price of the Full-Pound can (16 ounces, not 12) is only 25c. And there's a big new 10c can, a lot of good baking for a dime. Lowest prices in Calumet's history—but the same high quality!
2. With Calumet, you use less than with many other baking powders. One level teaspoon of Calumet to each cup of sifted flour is the thrifty standard proportion in most Calumet recipes.
3. You save money with Calumet because it protects you from failure—from the waste of costly ingredients. Calumet is so dependable that you can count on perfect results—gorgeous "velvety crumb"—every time!

Low Price... Use Less... Sure Success
TRIPLE ECONOMY!

5

Calumet Fruit Cake... wedding cake to dream on.
Silver Cake... the "bride's cake."
Sea Foam Fudge Cake... for the bachelor supper.
Riboon Cake... for showers.
Orange Roll... for parties.

ARE YOU sighing a bit wistfully, little bride, over the glorious cakes made in your honor?

Take heart—your very first easy one-egg cake can have this lovely texture, too! Because even the simplest cakes made with Calumet Baking Powder have a marvelous, melting tenderness—the texture that cake experts call "velvety crumb."

What makes Calumet cakes so remarkably fine and soft? *Double-Action!* A quick action in the mixing bowl—set free by liquid. A slower action in the oven—set free by heat. And these two actions are so

perfectly balanced that your finished cake has an even grain—just like velvet!

Begin your new career as a wonder cake-maker with a can of Calumet... a product of General Foods. And mail the coupon for the helpful recipe book!

SILVER CAKE (4 egg whites)

3 cups sifted Swans	1½ cups sugar
Down Cake Flour	1 cup milk
3 teaspoons Calumet	½ teaspoon lemon
Baking Powder	extract
½ cup butter or other	4 egg whites,
shortening	stiffly beaten

Sift flour once, measure, adding baking powder, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together until light and fluffy. Add flour, alternately with milk, a small amount at a time, beating after each addition until smooth. Add lemon extract. Fold in egg whites quickly and thoroughly. Bake in two greased 9-inch layer pans in moderate oven (375° F.) 25 to 30 minutes. Spread marshmallow frosting between layers and on top and sides of cake. Decorate with silver dragées.

(All measurements are level.)

6

CALUMET'S NEW EASY-OPENING CAN!

One twist, and the new Easy-Opening Top lifts off! It's a real time- and temper-saver! No delay, no spilling, no broken fingernails. And inside there's a special, convenient spoon-leveler to help you get accurate level measurements.



7

FREE! "The Calumet Book of Oven Triumphs"

Frances Lee Barton,
General Foods, Battle Creek, Mich.
Please send me your FREE recipe book,
"The Calumet Book of Oven Triumphs."

Name _____

Street _____

City _____ State _____

Print name and address plainly. This offer expires Dec. 31, 1936—not good in Canada.

8

Calumet

THE DOUBLE-ACTING
BAKING POWDER

Conventional Use of Comic Strip Technique

BEST-READ black-and-white page advertisement in a recent issue of *True Story Magazine*.

This comic strip follows almost exactly the layout and technique of the regular comics which millions buy newspapers to read.

① The top panel containing the name of the heroine and the title "Elmont tries to put one over" is similar to the style of dozens of popular comic strips.

② There is a boy-and-girl situation in which *the girl* is the winner. This, of course, appeals to

the female audience reached by *True Story Magazine*.

③ Reading of this strip is kept at a maximum by omitting sales talk until the last panel.

④ The bottom panel contains in small space all the principal elements of a complete sales message: (a) a self-interest headline; (b) reason-why copy; (c) picture of the product; (d) an action coupon . . . Incidentally, note the similarity between "Cutie," the name of the heroine, and "Cutex," the name of the product.

CUTEX, one page, black and white, *True Story*.

CUTIE

ELMONT TRIES TO PUT ONE OVER

1



3

4

Men rush the girls who wear the New Bright Cutex Nails



You won't be a wallflower if you wear the new bright Cutex Nails. Try them and see if the grandest men don't notice you and flock around.

Cutex Ruby will make your oldest black frock look as if it were going places. Cutex Rust will make your grays and beiges twice as exciting. Cutex Rose will fern-

inize all your sports things.

And remember—every Cutex shade goes on smoothly, never cracks and keeps its lovely sparkle for days. Only 35¢ a bottle at your favorite store in 8 authentic shades. Let Cutex give you modern glamour today!

Northam Warren, New York, Montreal, London, Paris

Your 2 favorite shades of Cutex Liquid Polish, Polish Remover and sample of Lipstick for 14¢



Northam Warren Sales Company, Inc.
Dept. 6-E-5, 191 Hudson St., New York
(In Canada, P. O. Box 2320, Montreal.)
I enclose 14¢ for 2 shades of Polish, as checked, and
Polish Remover. Rose ☐ Cardinal ☐ Rust ☐ Ruby ☐
(Also sample of Cutex Lipstick will be included)

Name _____

Address _____

City _____

State _____

Something New in Layout

BEST-READ black-and-white page advertisement in a recent issue of the *Ladies' Home Journal*.

This page offers helpful information in a layout that is good-looking and *different*.

① The headline "Room Recipes" packs interest for housewives into only two words.

② ④ ⑤ The illustrations are attractive and the staircase picture is unusual.

③ ⑥ ⑦ The copy is short and informative, and is printed under pictures. As previously mentioned, this is an effective way to secure high reading.

In general, this page is unique because it looks more like editorial matter than like an ad.

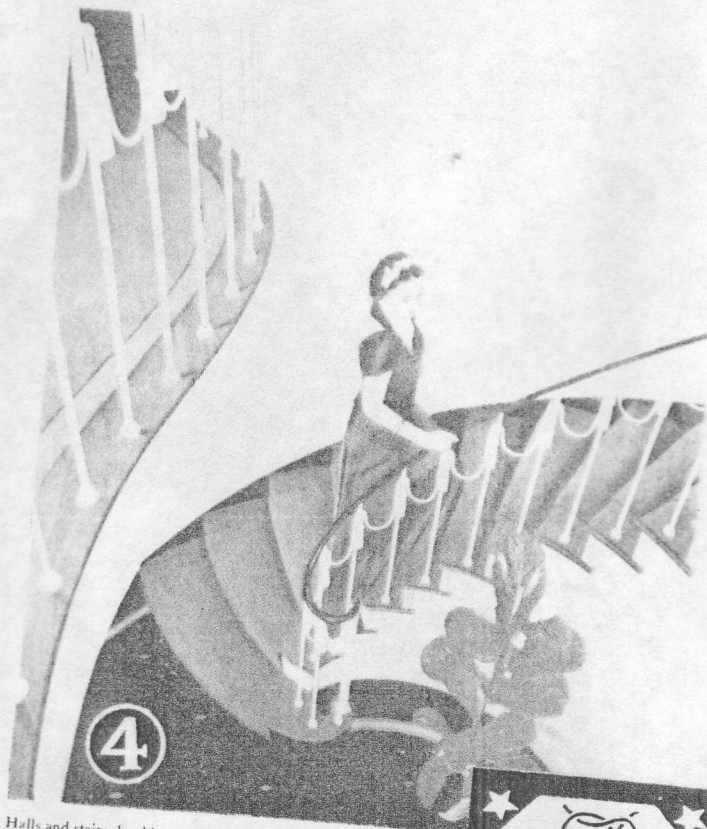
BIGELOW WEAVERS, one page, black and white, *Ladies' Home Journal*.

1 Room Recipes

by the BIGELOW WEAVERS



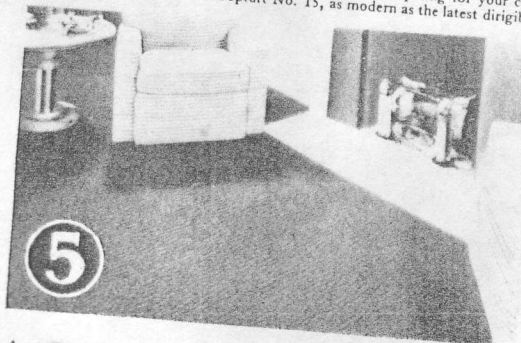
Bigelow's Charlestown No. 9407-2 carpets the boy's room of the Ideal House . . . "A Nursery That Can Grow Up" in Bigelow's Folio gives other sparkling background ideas.



Halls and stairs should say welcome as charmingly as the hostess! Bigelow's Brewster broadloom carpeting graces every step of this lovely entrance in the Ideal House that House & Garden built in Scarsdale, N. Y. And "First Impressions" in our Room Recipes Folio is full of good decorating ideas for halls!

3

"Going modern" presents no pitfalls if you're armed with recipes from Bigelow's wonder-working Folio. Look up Recipe No. 46, for instance, which suggests this exciting new looped-pile broadloom carpeting for your chief ingredient . . . Bigelow's Looptuft No. 15, as modern as the latest dirigible!



5

Any day now you'll be feeling that deeply-feminine urge to change all the furniture around and do over your house! Don't put the brake on your impulse! Encourage it instead by going to your rug department and asking for a free copy of Bigelow's Folio of Room Recipes. It's a fund of fresh ideas . . . a course in decorating . . . a budget counsellor . . . and a guardian angel! Or send 10c for the Folio to Bigelow-Sanford Carpet Co., Dept. 9L, 140 Madison Avenue, New York, N. Y.

7

6



Copyright 1936, Bigelow-Sanford Carpet Co., Inc.

Sanford Carpet Co., Inc.

Putting a Complete Sales Message into Small Space

THIS advertisement made an unusual record of direct, traceable sales.

② The headline has a number of important qualities as follows:

- (a) The word "electricity" tells what the ad is about and thus selects the proper audience.
- (b) The wording "Know Electricity as Experts Know It!" gets a lot of selling into a small space. It offers exactly what the prospect wants. The headline could have said, "Study Electricity" or "Take This Course in Electricity," but that would be emphasizing the wrong thing; namely, the *work* you have to do. The present headline jumps over the study period and emphasizes the result—the expert knowledge you will acquire.
- (c) Finally, the reward of knowing electricity is plainly stated in the last part of the headline, "get an expert's pay."

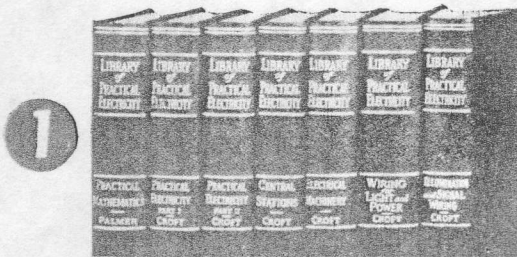
① This illustration shows the product in an attractive way. The volumes are good looking

and authoritative looking. They constitute a set of books that the prospect would be proud to own. Furthermore, they are thick volumes; and the titles, which are large enough to be readable, seem to cover the electrical field in a thorough and practical manner.

③ This second headline, and the subheads that immediately follow it, further emphasize the fact that this is a *complete library* of electricity, not just a few assorted books on the subject.

④ This copy, like all good mail order copy, is an excellent combination of compactness and sales punch. Written in a telegraphic style, it condenses a complete sales talk into three inches of space.

⑤ The convenient coupon gives the prospect an opportunity to order immediately. The last two lines of the coupon obtain information needed for credit purposes. Note the identifying key number in the lower right-hand corner. Translated; this means, *Popular Mechanics Magazine*, March, 1937.



2

Know Electricity as Experts Know It!

— and get an expert's pay

Recovery has begun! The months ahead are charged with significance and expectation. What will you do to get the jump on the other fellow? Thousands of men have used

The Croft Library of Practical Electricity

A combined home-study course and reference library of master electrical practice.

7 VOLUMES, 3000 PAGES, 2100 ILLUSTRATIONS

THE Croft Library is a complete electrical educator. It is founded on practice—on work as it is actually done. It is jammed from cover to cover with the kind of hardheaded facts you want. Written so that the beginner can easily understand it, yet so sound, so thorough, that it is the guide of 59,000 highly paid electrical workers and engineers.

Explains Every Electrical Problem

This Library covers electricity thoroughly. The sound and usable material it offers will enable you to solve easily and quickly all of the many electrical problems confronted in daily practice. Beginning with the most simple circuits and an elementary discussion of power and electro-magnetic energy, these books advance to the most intricate switchboard wiring, telephony, and the operation of central stations.

They give you complete information on motors—generators—transformer—circuits—currents—switchboards—distribution systems—installation and repair of electrical machinery—wiring for light and power—the National Electrical Code—underwriters' requirements—signal circuits—mathematics—etc. You are taken "on the job" and taught electricity from the standpoint of finished experience. A short time devoted to these books each day will open for you the entire world of electricity and advancement.

NO MONEY DOWN—EASY PAYMENTS



Fill in and mail the coupon attached and we will send you the entire set of seven volumes for 10 days' Free Examination. We take all the risk—you assume no obligation. If you decide to keep the books, send \$1.50 in 10 days and the balance at the rate of \$2.00 a month, while you use the books. Send the coupon NOW and see the books for yourself.

FREE EXAMINATION COUPON

McGraw-Hill Book Co., Inc.
330 W. 42nd St., New York, N. Y.

Send for 10 days' free examination the Croft Library of Practical Electricity. If satisfactory I will send you \$1.50 in 10 days and \$2.00 monthly until the price of \$19.50 is paid. If not wanted, I will return the books postpaid. (To insure prompt shipment, write plainly and fill in all lines.)

Name

Address

City and State

Position

Company PM-3-37

5

The Right Time to Use Sex Appeal

BEST-OBSERVED and best-read page advertisement in a recent issue of *Collier's*.

① Here we have the ever-popular "man-and-woman" situation coming out a winner. Sex appeal might not do for selling adding machines, but it is entirely apropos for selling bathing suits. Men want to be admired by women, and women want to be admired by men. Therefore, this drawing by artist Petty is packed with appeal for both sexes. Furthermore, this ad is timely, since it appeared in June.

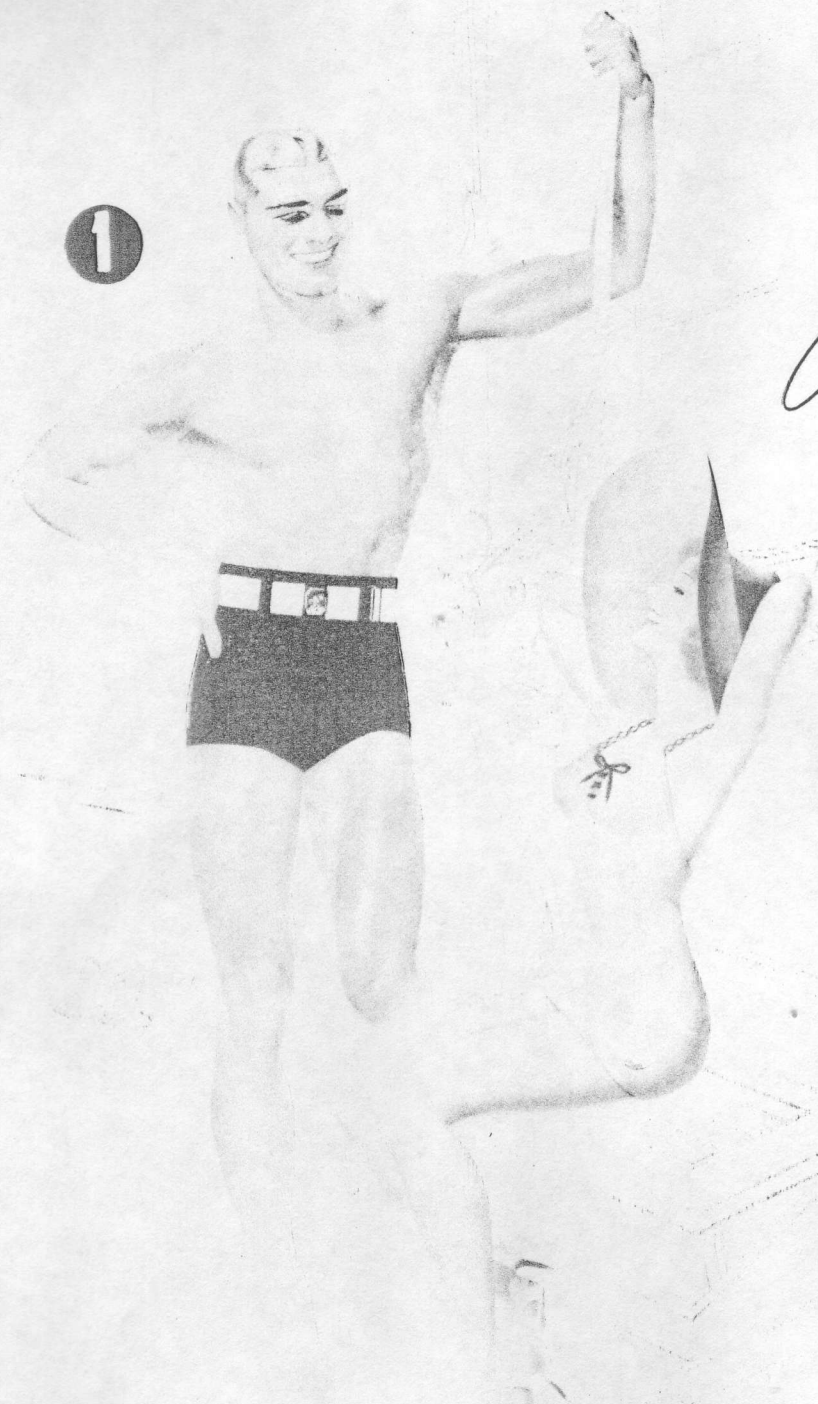
② The headline, with the words "finest fitting," singles out the feature that people want in a bathing suit.

③ The copy continues the discussion of perfect fit. That is a good way to hold readers—continue to talk about the headline theme which originally caught their attention.

④ Nearly everyone is interested in the important consideration of price.

⑤ A crude-looking, conspicuous coupon can hurt the appearance of an otherwise handsome page. Note how this inconspicuous coupon detracts nothing from appearance and yet makes it easy for the prospect to secure further information. Many general advertisers of the "Fisher Body" type could make their advertising more resultful and *more scientific* by simply adding a keyed coupon of this kind.

JANTZEN SWIMMING SUITS, one page, four colors, *Collier's*.



Jantzen

AMERICA'S **2**
FINEST FITTING
SWIMMING SUIT

On the beach or in the water your entire appearance depends on one brief garment. Be sure that garment fits you perfectly! Your mind—and your body—are at ease in a Jantzen—so smooth, so comfortable, so perfect is the fit.

It is not by chance that Jantzen is America's finest fitting swimming suit. Marvelous elasticity is achieved thru an exclusive knitting process—Jantzen-stitch. That is why a Jantzen always fits perfectly and permanently. That is why a Jantzen gently but firmly holds the body in the natural position of youth. To every woman this means a truly surprising degree of figure-control, to men a trim athletic smartness.

See the 1936 Jantzens today. Very fashionable, very beautiful, are the new Kava-Knit fabrics. Certainly they are quite the loveliest of the year in richness of texture and design.

☆ ☆ ☆ *Illustrated* ☆ ☆ ☆
MEN'S STREAMLINE TRUNKS 3.95
Other Jantzen Trunks 2.95 to 4.95
THE BRÄ-LACE 6.95
Other Jantzens for Women . . . 4.50 to 8.95



JANTZEN KNITTING MILLS, Dept. 226, Portland, Oregon.
Send me style folder in color featuring new 1936 models.

WOMEN'S ☐ MEN'S ☐

Name _____

Address _____

5

Making Your Ad Look Like an Editorial Feature

BEST-READ advertisement in a recent issue of *Time*.

Unusualness is the chief virtue of this page. It contains no headline, and the name plate or signature is so small that it is unnoticed by the casual glancer. Therefore, the page does not look like an ad at all, but like some new kind of editorial feature. The principal stopper, of course, is the photograph of the woman looking directly at you.

As a rule, it is dangerous to subordinate the name plate of an ad. By doing so, you deliberately throw away any effect on the majority of magazine readers who merely glance at ads. However, the man who designed this page did so good a job that he *stopped* a large number of the glancers and *made them read*.

① The first part of this copy says, "My husband paid me a compliment. But I am sorry he did." This arouses curiosity. It makes you want to know the explanation of this paradoxical statement.

② The remainder of the copy tells a marvelously effective story. It moves rapidly, wastes no words, and is strong in understatement; namely, in the things it doesn't tell. Note, for example, the part of the story that is omitted between the last sentence of the first column ③ and the first sentence of the second column ④. The copy does not attempt to describe the struggle the woman went through between 1932 and the time she worked up to a good position in a department store. That is left to your imagination. In a case like this, imagination is stronger than words.

NORTHWESTERN NATIONAL LIFE INSURANCE COMPANY, one page, black and white, *Time*.

1 *My husband paid me a compliment. But I am sorry he did.* ∞ When he died a little over six years ago, he left me about \$40,000 in life insurance. Not long before he died he came to me and explained that with the help of his life insurance agent he had worked out an arrangement which would use this \$40,000 to give me a life income, but none of the principal in cash. ∞ I thought he didn't have much confidence in my judgment, and told him so.

2 He was nice about it. He changed the arrangement so that I would receive the \$40,000 in cash. His life insurance agent objected strenuously. But my husband wanted to please me. ∞ Not long after that he died. ∞ I discussed the investment of \$40,000 with my sister's husband. In good faith, he advised me to invest \$15,000 of it in the company he was working for. I did so. About six months later the company went into bankruptcy. My brother-in-law lost his good job, and was broken-hearted about the loss of my \$15,000. ∞ I bought some good stocks with \$20,000. They *were* good stocks, too. They were so good that I bought more of them than I

3 could pay for, on margin. You remember what happened to even good stocks between 1929

and 1932. ∞ I finally have worked up to a good position in a department store. My daughter went to business college instead of to the University. She now is a good stenographer and contributes to the family's support. My son, after high school, found a job as an errand boy. ∞ ∞ I'm not ashamed of what happened—even wise business men make

mistakes. But if a life insurance man arranges *your* husband's life insurance so that nobody can ever 'advise' you what to do with it, thank him . . . and thank your husband for listening to him." ∞ ∞ ∞

Cases like this are not so common today, for men are coming to heed the counsel of trained life agents who urge that insurance proceeds, beyond lump sum needs, be paid as *income*, providing *lasting* security.

Ask an N^WNL agent to show you the chart plan, a quick, accurate way to determine life insurance needs, and to find the most economical way to cover them. And ask him about N^WNL's record of growth and stability, particularly during the depression. It is outstanding, even as compared to the fine record of all life companies.

Northwestern National Life Insurance Company

O. J. Arnold, President
Minneapolis, Minnesota

STRONG

LIBERAL



Building a Following of Regular Readers

BEST-OBSERVED and best-read two-thirds page in a recent issue of *Good Housekeeping*.

Brevity plus entertainment is the secret of this ad's success in attracting readers.

- ① The headline suggests entertainment.
- ② The copy is brief, and the cartoon strip by

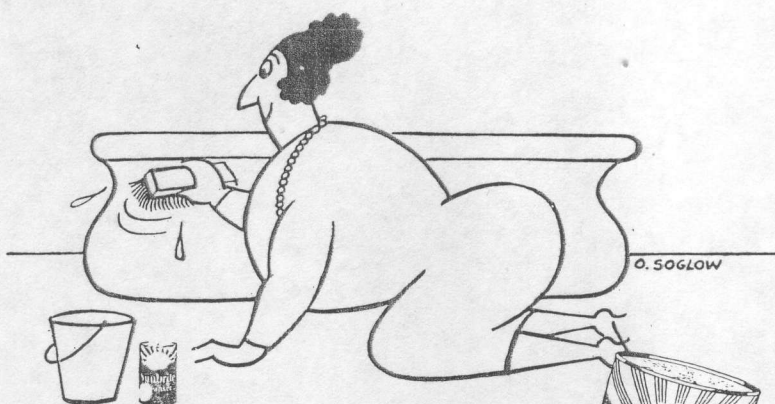
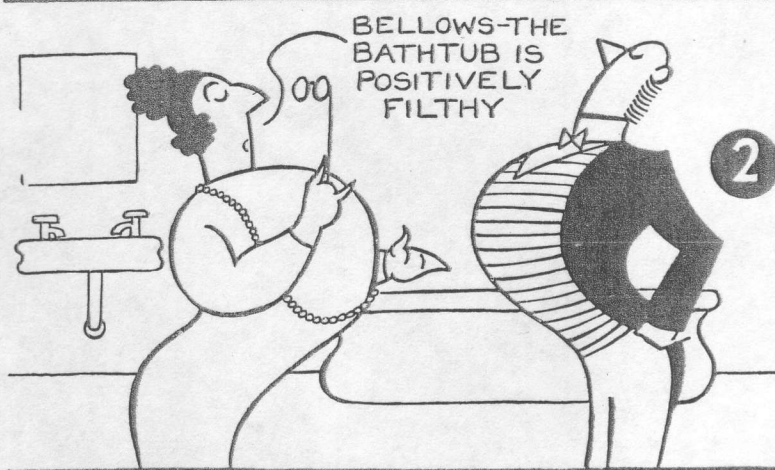
the well-known cartoonist Soglow is humorous and entertaining.

A cartoon series of this kind, if well done, can actually build up a following of readers. Note the close tie-up with the product throughout the entire strip. This has more sales value than strips which drag the product into the last panel as an afterthought.

SUNBRITE CLEANSER, two-thirds page, black and white, *Good Housekeeping*.

Swell! said the Duchess

1



Copyrighted, 1936 by Swift & Company

Sunbrite

Cleans Easier • Works Faster
Won't Scratch



When Ad Men Go Stale They Can Use This Formula

THIS is one of the most successful mail order ads of recent years. It was repeated in a wide list of publications.

① The headline is a real stopper. The words "Feel Rotten" probably never appeared in a headline before. The idea of *Doctors* feeling rotten has the effect of making this statement even more startling. The second part of the headline—"This is what they do"—contains a self-interest promise. The testimonial angle is also a powerful part of this headline. The reader concludes that if doctors follow this method it must be good.

② This drawing arouses curiosity and suggests that the page contains real information. However, the copy under the illustration does not describe the exercise fully. It simply arouses further curiosity about it.

③ Like almost all successful mail order ads, this one contains a long and powerful sales talk.

Other good features of this ad are:

Picture of the book.

The price.

Photos of famous people.

Additional testimonials.

Interesting subheadings.

Copy under illustrations.

A coupon for immediate action.

A choice of either (a) send no money, or (b) money-back guarantee.

When mail order men discover a successful new headline, they sometimes use that headline as a pattern or formula for other successful headlines. Here are some suggestions as to how the headline of this ad might be used as a formula. These suggestions are not all practical, but at least they illustrate the formula method:

(Headline for seasickness remedy) When sailors get seasick, this is what they do.

(Headline for set of law books) When lawyers are sent to jail, this is what they do.

(Headline for business course) When bankers go broke, this is what they do.

(Headline for book on will power) When ministers are tempted, this is what they do.

(Headline for Bromo-Seltzer) When bartenders have a hangover, this is what they do.

When Doctors "Feel Rotten" —This Is What They Do!



ARTIE MCGOVERN

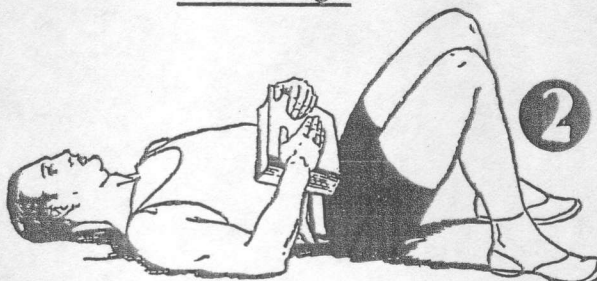
Formerly Director of New York Physicians' Club. National Amateur Champion Boxer at 16! Learned science of training in prize ring days, but realized after opening first gym, he should know more about workings of human body. So he studied at Cornell University Medical Clinic, where he was also physical director for 8 years.

Today, at 44, is a model of physical perfection—stronger and more active than the average college athlete.

HOW can many of New York's busiest physicians stand up under their grueling duties? Why are their nerves so steady, their minds so clear after nights of broken sleep and days of fatiguing work?

The answer is simple. They follow rules for health described by Artie McGovern in his new book. Many not only go to McGovern's famous gymnasium in New York, but asked him to become Physical Director of the former New York Physicians' Club.

These doctors are too wise to fall for work-outs that leave the "patient" gasping, dizzy, exhausted, the kind of exercise that does more harm than good. And not only doctors have benefited by McGovern's safe, sane methods. Among the nationally known people who have used them are: Grover Whalen, Walter Lippmann, Vincent Richards, Babe Ruth, Gene Sarazen, Rube Goldberg, Frank Sullivan, Paul White-



The exercise shown above, which may be done while you are lying in bed, is one of the best you can do! On the other hand, such stunts as bending over and touching your feet with your hands are some of the **WORST** you can do—on a par with trick food fads and crazy diets. McGovern's book shows you how to keep fit **WITHOUT** such drudgery or exhausting exercise!

smoking, cocktails, juggle calories or vitamins. He has no pills, trick reducing salts, tonics or apparatus to sell you. His famous Method is based upon sound scientific principles, the result of 20 years' experience in planning physical culture programs for people in all walks of life. Thousands have paid up to \$500 for the McGovern course—now so clearly described and illustrated in this great new book, "The Secret of Keeping Fit"—the very same Method relied upon by thousands of doctors and men important in public life.

3 America's Greatest Trainer at Last Reveals His Secret of Keeping Fit!

In his new book Artie McGovern gives you "de-bunked" truth about exercise. He explodes fallacies. He shows you how to increase vigor, feel better, relieve constipation, either lose weight or put on solid pounds—how to get more enjoyment out of life. Your particular problem (depending upon the type of person *you are*) is treated as such.

Here is a book of unvarnished truth about *your* body, *your* health, *your* living habits. It shows a *safe* way to control weight (the way *doctors* and *athletes* do); how to eliminate nervousness, sleeplessness; how to correct constipation without laxatives; how to tone up your entire system, and build reserve vitality to resist sickness. And all with simple, easy exercises you can do *at home*—without apparatus!

Are You Overweight—Run-Down—Constipated?

Do you feel run-down? Are your muscles flabby? Are you overweight or underweight? Do you take laxatives? Do you sleep poorly? Do you wake up tired? If your answer to one or more of these is "Yes" then you owe it to yourself and family to try the McGovern Method.

Artie McGovern doesn't make you give up

SEND NO MONEY

TRY THE MCGOVERN METHOD ON THIS
30-DAY DOUBLE GUARANTEE

The McGovern Method has worked for thousands and can therefore be sold on these terms:

1. Send no money with the convenient coupon below. When postman hands you your copy of Artie McGovern's new book, **THE SECRET OF KEEPING FIT**, deposit with him the Special Offer price of only \$1.98, plus a few cents postage. If, after five days' reading, you are not convinced that the McGovern Method is just what you need and want—you may return it and your money will be refunded at once.

2. If, after applying for 30 days the principles clearly given in Mr. McGovern's book, you don't feel like a new person, vibrant with glowing health and new-found "pep"—if you aren't thoroughly convinced by actual **RESULTS** that it is working wonders for **YOU**—you may even then return the book for a full refund.

Clip and mail this coupon—without money—**NOW!** SIMON AND SCHUSTER, Inc., Dept. 1011, 386 Fourth Ave., New York City.

WOMEN

Some of the famous women who have taken the McGovern course are: Marjorie G. Galt, Julia Wright, Babe Doolittle, Mrs. Moran Belmont, Hannah Williams.

PRICE

\$1.98

—If you decide to keep it



**SIMON and SCHUSTER, Inc., Dept. 1011
386 Fourth Ave., New York City**

Send me a copy of Artie McGovern's new illustrated book, "The Secret of Keeping Fit," which tells in complete detail the methods Artie McGovern uses in keeping doctors and famous men and women in all walks of life up to par. When postman delivers it, I will pay \$1.98, plus few cents postage charges.

It is distinctly understood that, if I care to, I may return the book within 5 days. It is also understood that, if putting Mr. McGovern's Method into practice does not, within one month, produce the actual results I want, I am to have the privilege of returning the book. In either case my \$1.98 is to be refunded at once.

Name

Address

City

State

☐ Check here if you are enclosing \$1.98 herewith, thus saving postage charges. Same refund privileges apply, of course.

BABE RUTH

—What the McGovern Method Did for Him



	Before	After
Weight	256	216
Neck	17½	15½
Chest	43	40
Expanded	45½	47
Waist	48½	36
Hips	47	41
Thigh	26	23
Calf	16½	15



GENE SARAZEN

Says:

"McGovern's Course of Health Building is the most effective, valuable exercise system I have ever experienced. In previous years I have tried various methods to keep in good trim, but none compare with yours for getting results.

"Your health-building program has been of untold value to me. I heartily recommend it to golfers, both professional and amateur, and I am also convinced that it will prove a blessing for any average man or woman."

An Eye-catcher That Seldom Fails

BEST-OBSERVED page advertisement in a recent issue of the *Ladies' Home Journal*.

Big, simple, eye-catching elements printed in bright colors made this page stand out among competing pages.

② A large picture of a smiling face which is looking at you is one of the best eye-catchers that have ever been discovered.

① The headline containing the words "this summer" is timely. Although this issue of the *Ladies' Home Journal* was dated September, it

actually appeared in August. Also, the headline suggests that the product is popular with millions. This, of course, is another proved appeal. People imitate other people. For example, if a crowd of people stand on the street and stare at something, an additional crowd will stop and stare, not always knowing what the original crowd are staring at. There is an old saying which expresses this imitative instinct, "Monkey see, monkey do."

③ and ④ The attractive tray of cold drinks and the package of Ritz Crackers catch the eye because they are prominently displayed.

RITZ CRACKERS, one page, four colors, *Ladies' Home Journal*.

1
*SEEMS LIKE EVERYBODY'S
CRAZY ABOUT
RITZ THIS SUMMER!*

2

3

See for yourself how these amazing Ritz crackers put a brand new thrill in cooling beverages . . .

One of the most pleasant surprises of your life will be your first taste of Ritz! You'll hardly believe it possible for a cracker to be so delicious, so richly crisp, so nut-like in its satisfaction. And Ritz is just made to order

for serving with summer beverages and dishes. It gives them a new thrill that just can't be described. You'll forget the hot weather . . . you'll forget everything except . . . "Pass the Ritz, please!"

**RITZ HAS DOUBLED MY POPULARITY,
TOO, IN MILLIONS OF HOMES!**

RITZ BRINGS OUT
HIDDEN FLAVORS
IN EVEN THE
PLAINEST DISHES

4

**PUT RITZ ON
YOUR SHOPPING
LIST
NOW!**

A Product of **NATIONAL BISCUIT COMPANY**
bakers of Uneeda Biscuit, Lorna Doone Shortbread, Fig Newtons,
Premium Flake Crackers, and *hundreds of other favorite varieties.*

The Advertiser Cashed In on This . . . and So Did the Joke Writers

THIS mail order ad became famous. Probably more jokes were made up about it than any other ad of its kind. It also was a best seller for the Hugo Mail Order Course in French. The ad was first tested in *The New York Times Book Review*. The following day, newspaper columnist Heywood Broun devoted his column to a humorous discussion of it. He said in part:

"Naturally I was interested by this caption, for French has been one of the great tragedies of my life. But for French I would possess a college degree and stand among the company of educated men. Now I often cringe even in arguments where all the merits of the case are on my side. Suddenly I take thought that the man across the room, whose contention is palpably absurd, is nevertheless the holder of an A. B. from Hamilton. And so I leave the field to him with a placating 'Perhaps I'm wrong,' and an added obeisance of 'There is much in what you say.'"

* * * * *

Radio and stage comedians made up jokes about the man who spoke to the waiter in French, and humorous magazines printed remarks like these:

"They were surprised," remarked the gentleman who never tipped, "when the waiter spoke to me at all."

"After you learn French by mail you can converse freely with anybody else who learned French by mail."

* * * * *

② The selling power of this ad is due chiefly to the headline which (a) arouses curiosity, (b) suggests that the copy contains an amusing story, and (c) selects people who are interested in learning French.

① The illustration adds to the attraction of the headline.

③ The copy begins with a story which gradually leads the reader into—

④ A powerful sales talk.

⑤ There is a convenient coupon for immediate action.



② They Grinned When the Waiter Spoke to Me in French

—but their laughter changed to amazement at my reply

WE HAD dropped into Pierrot's for dinner—Pierrot's, that quaint French restaurant where the waiters speak nothing but French. Jack Lejeune, who boasted a smattering of French, volunteered to act as interpreter.

"Now tell me what you want to eat," announced Jack grandly, after we were seated, "and I'll 'parley' with the waiter."

With halting French phrases and much motioning of hands, Jack translated our orders to the waiter. Finally Jack turned to me.

"What's yours, Fred?" he asked.

"Virginia ham and scrambled eggs," I replied. Jack's face fell. He knew that my order would be difficult to translate into French. However, he made a brave effort.

"Jambon et des—et des—" but Jack couldn't think how to say "scrambled eggs." He made motions as if he were scrambling eggs in a frying pan, but the waiter couldn't get what he was driving at.

"I'm afraid you'll have to order something else, Fred," he said finally. "I can't think of the word for 'scrambled eggs.'"

Everybody smiled—everybody except me. With great ceremony I beckoned to the waiter. "I'll explain my order to the waiter," I said. A chuckle ran around the table.

"Fred can't speak French, can he?" I heard a girl whisper to Jack.

"No—he never spoke a word of French in his life," came the answer. "But watch him. This will be funny. He'll probably give an imitation of a hen laying an egg."

A Tense Moment

The waiter addressed me. "Qu'est-ce-que vous voulez, Monsieur?" he asked.

There was a pause. All eyes were on me. I hesitated—prolonged the suspense as long as possible. Then in perfect French I said to the waiter: "Donnez-moi, s'il vous plaît, du jambon aux oeufs brouillés—jambon de Virginie."

The effect on my friends was tremendous. The laughter stopped. There were gasps of amazement. In order to heighten the effect, I continued for several minutes to converse in French with the waiter. I asked him all sorts of questions—what part of France he was from—

how long he had been in America, and many other queries. When I finally let the waiter go, everybody started firing excited questions at me.

"Fred! Where did you learn to speak French like that?" "Why didn't you tell us you could talk French?" "Who was your teacher?"

"Well, folks," I replied, "it may sound strange, but the truth is I never had a teacher. And just a few months ago I couldn't speak a word of French."

"Quit your kidding!" laughed Jack. "You didn't develop that knowledge of French in a few months. I thought it took years to learn to talk like that."

"I have been studying French only a short while," I insisted. And then I told them the whole story.

How I Learned French Without a Teacher

"Did you ever hear of the House of Hugo?" I asked.

Jack nodded. "That's that famous Language Institute over in London, isn't it?"

"Yes," I replied. "They've been teaching languages for over a century. Thousands of Europeans have learned foreign languages in a surprisingly short time by their 'at-sight' method."

"But what's that got to do with your learning French?" asked Jack. "You haven't been over there taking lessons from the House of Hugo, have you?"

"No, I couldn't go to the House of Hugo, so the House of Hugo came to me," I replied quizzically.

My Friends Look Startled

"Here's what I mean," I said. "The authorities of the House of Hugo got together recently and decided to condense their knowledge of language instruction—their experience in teaching French—the secrets of their wonderful method into a course of printed lessons—a course which anyone could study at home."

"This course turned out to be the most ingenious method of learning French ever devised. It was simply marvelous. It enabled people to learn French in their own homes, in an incredibly short time."

"I can scarcely believe it myself, but just a few months ago I didn't know a word of French. Now I can speak and understand French when it is spoken to me. And I didn't study much—just a few minutes a day. There were no laborious exercises to do—no tiresome rules—no dull class-room drills. It was actually fun learning. Everything was so clear, so simple, so easy. Honestly, the Hugo 'At-Sight' French Course is the most remarkable thing of its kind I have ever seen!"

Try It 5 Days FREE

This story is typical. You, too, can now learn French at home—quickly, easily, pleasantly—just as thousands of others are doing by the celebrated Hugo "At-Sight" Method. Twenty-four fascinating lessons, carefully planned. The most ingenious method of learning French ever discovered. Whole generations of language-teaching experience in all the leading European cities are behind this French course.

The wonderful thing about this simplified Hugo method is that it makes you your own teacher. At home—in minutes that might otherwise be wasted—you learn phrase by phrase, sentence by sentence, to speak the language correctly and well. To be able to speak French is decidedly a cultural attainment, and is recognized as such. Use those spare minutes to master French this fascinating Hugo way!

No money is necessary now. We shall be glad to send you the complete course FREE FOR 5 DAYS so that you may see it and judge it for yourself. Within the free examination period you have the privilege of returning the course without cost or obligation, or keeping it as your own and sending only \$2 as a first payment, and thereafter \$2 a month until the full price of \$12 has been paid.

You are the judge. Simply return the course within 5 days if you are not fascinated and delighted with it. If you act promptly, a valuable French-English Dictionary, containing 45,000 words, will be included without additional cost.

We urge you to clip and mail this coupon today. Doubleday, Page & Co., Dept. F-522, Garden City, New York.

Doubleday, Page & Co., Dept. F-522,
American Representatives of Hugo's
Language Institute of London,
Garden City, New York.

Please send me the Hugo "French-at-Sight" Course, in 24 lessons, for free examination. Within 5 days I will either return the course or send you \$2 at that time and \$2 each month thereafter until \$12 has been paid. I am to receive a copy of the French-English Dictionary without additional cost.

Name
Address
City State
5% discount for cash with order

Appealing to Both Sexes with the Same Ad

BEST-READ advertisement in a recent issue of *Collier's*.

① The headline contains a promise of promotion and pay, and is written so as to attract both wives and husbands.

② The subhead suggests a *true* story.

③ An interesting plot is developed *via* comic strip technique.

④ Note man-and-woman situation and the happy ending as a result of using Lifebuoy.

⑤ This panel, addressed to women, contains an additional promise—improved complexion.

⑥ These bottom panels advertise another product made by the same manufacturer—Lifebuoy Shaving Cream. Thus, two ads are condensed into a single page. Again, there is a man-and-woman situation and a happy ending.

⑦ Note the free offer with key number “Dept. A-115.” This method (a) helps to compare the pulling power of this advertisement with other Lifebuoy advertisements, and (b) gives prospects an opportunity to sample the product.

LIFEBUOY, one page, two colors, *Collier's*.

1 MY HUSBAND OWES HIS PROMOTION TO ME! 2

The true B.O. experience of a wife who suffered silently until...

3

MY HUSBAND WAS A DRIVER FOR A BIG STORE (HER STORY BEGINS). HE WAS AMBITIOUS TO GET INSIDE, BUT PROMOTIONS ALWAYS PASSED HIM BY. HIS EMPLOYER SAID HE WAS A BETTER "OUTSIDE MAN"

ONE DAY I OVERHEARD TWO CLERKS DISCUSSING MY HUSBAND

MRS. S... IS A NICE LITTLE WOMAN. HOW SHE CAN STAND S... IS MORE THAN I KNOW

SOMEONE OUGHT TO SEND HIM ONE OF THOSE LIFEBOUY ADS ABOUT "B.O."

SO THAT WAS IT! I HAD SUFFERED SILENTLY FROM MY HUSBAND'S FAULT FOR YEARS! BUT I NOW GOT BUSY. I GOT LIFEBOUY

MY HUSBAND WAS DELIGHTED! HE SAYS LIFEBOUY MAKES HIM FEEL REALLY FRESH, AND EXTRA CLEAN

4

I'M A HAPPY WOMAN! MY HUSBAND'S "B.O." DISAPPEARED. HE'S IN CHARGE OF A DEPARTMENT, ON THE WAY TO BECOMING A MANAGER. AND IT'S ALL DUE TO LIFEBOUY

YOU MAKE ME FEEL SO DRAB! HOW EVER DO YOU KEEP YOUR SKIN SO FRESH AND GLOWING?

WITH LIFEBOUY... IT'S A MARVELOUS COMPLEXION SOAP

LOOK in your mirror—now! Has *your* skin that freshness women envy, men adore? If it has, use Lifebuoy to guard it! If it's tired-looking, dull, Lifebuoy will revive it! The creamy lather *gently* removes clogging dirt, makes skin glow! "Patch" tests on the skins of hundreds of women prove it's more than 20% milder than many so-called "beauty soaps."

"B.O." is no respecter of persons!

Thousands of letters prove that *no one* can be sure just *when* he's offending. Bathe regularly with Lifebuoy! Its rich lather searches more deeply, keeps you *fresh*! Its clean scent rinses away.

Approved by Good Housekeeping Bureau

ENOUGH FOR 120 TO 150 SHAVES IN THE BIG RED TUBE

6

WHAT HAPPENED, MR. BLUEBEARD? FORGET TO SHAVE?

I'M SORRY, BETTY, BUT MY SKIN IS SO TENDER, SHAVING EVERY DAY MAKES IT VERY SORE. HAVE TO GIVE IT A CHANCE TO RECOVER

SHAVING USED TO BOTHER MY DAD THAT WAY. BUT NOT SINCE HE'S USING LIFEBOUY SHAVING CREAM. SAYS IT'S EASIER ON TENDER SKIN BECAUSE IT'S LOTS Milder THAN OTHER LEADING SHAVING SOAPS

REALLY? I'LL TRY IT. THANKS FOR TELLING ME

SWELL! NO MORE SORE FACE FROM SHAVING. LIFEBOUY'S SO MILD AND SOOTHING! ITS LATHER STAYS WET, TOO, SOFTENS MY BEARD LIKE NOBODY'S BUSINESS

Send for a FREE Trial Tube
Try this milder, extra-moist lather. See how much more shaving ease and comfort it offers. Get it at your druggist's. Or write Lever Brothers Co., Dept. A-115, Cambridge, Mass., for a Free 12-day trial tube. (This offer good in U. S. only.)

ITS LATHER HOLDS 52% MORE MOISTURE THAN ORDINARY LATHERS

How to Use the Tabloid Newspaper Technique

BEST-READ black-and-white page advertisement in a recent issue of *Collier's*.

① This headline has several important qualities: (a) big news, (b) timeliness (this ad appeared when the *Queen Mary* was making her first voyage), (c) large black type.

② This night photograph is *unusual* and pictures a ship in which everyone is interested.

③ The copy is written in a newsy, informative style and leads gradually into a sales talk for Mobiloil.

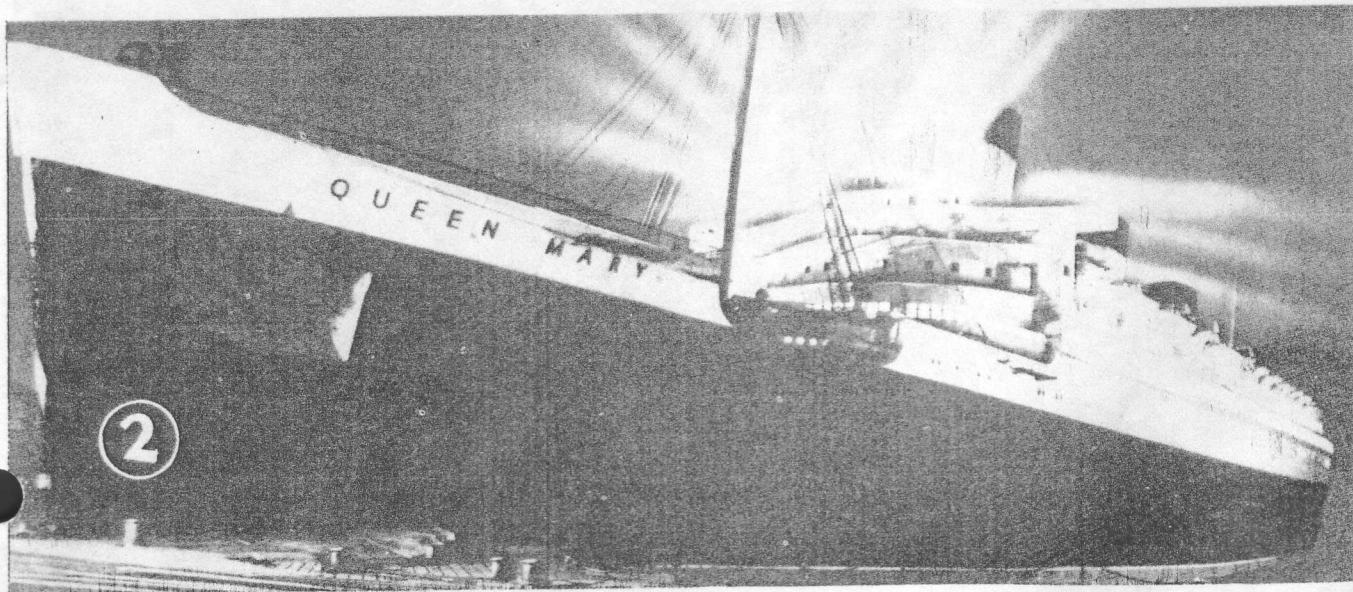
④ The photographs at the bottom of the page are full of human interest.

Incidentally, this is one of those advertisements whose stopping power is increased by means of large dark masses—by sheer weight of ink on the page.

MOBILLOIL, one page, black and white, *Collier's*.

THE MAKERS OF MOBIL OIL

SALUTE QUEEN MARY ON MAIDEN VOYAGE¹



200,000 h.p. Engines, Lubricated by Socony-Vacuum, All Set for Crossing!³

WITH POWERFUL PROPELLING ENGINES tuned up, Britain's new superliner is awaiting the day of her maiden voyage to America.

The world's eyes are upon her. Will she bring back to Britain the coveted Blue Riband for speed?

Inside her giant hull is the answer...16 turbines, most powerful marine engines, capable of unleashing 200,000 horsepower to the propellers.

To safeguard this costly machinery, Cunard-White Star officials take no chances. From boilers to propellers, power moves on Socony-Vacuum lubrication—the same lubrication service that helped the famous Cunarder, the "Mauretania," win and hold the speed honors of the Atlantic in her day.

Wherever you go, in 63 different countries, major transportation systems on land, sea and air, large in-

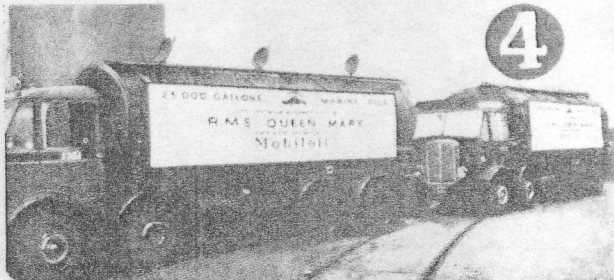
dustries, depend on Socony-Vacuum lubrication.

In America, this leadership is known to the millions of motorists using Mobiloil. Try it yourself. See what it means to use a lubricant refined by the Clearosol Process...thoroughly cleansed of impurities that heretofore resisted refining. It's on sale in all grades, wherever you see the Sign of the Flying Red Horse.

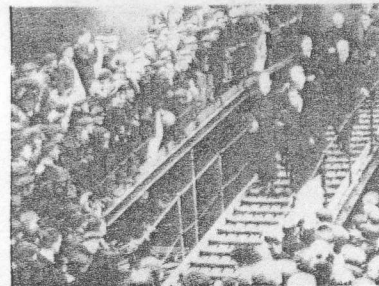
SOCONY-VACUUM OIL COMPANY, INCORPORATED



SIR EDGAR T. BRITTEN, Commodore of the Cunard-White Star fleet, will be on bridge.



FROM THE SAME REFINERIES that supply you MOBIL OIL—23,000 gallons of Cargyle Marine Oil for life-time protection of Queen Mary's engines—costliest machinery afloat.



BRITISH NOTABLES are highly pleased in recent inspection tour of new Queen Mary's interior fittings.

Mobiloil



AMERICA'S FAVORITE
MOTOR OIL

A Conflict with a Happy Ending

BEST-READ half-page advertisement in a recent issue of *The Saturday Evening Post*.

① The headline suggests entertainment in the manner of the regular newspaper comic strips.

② A large first panel is used in order to get the reader started.

③ Succeeding panels are lively and dramatic.

④ Happy ending.

⑤ Brief, but effective, sales talk. Reader research shows that many people fail to read formal copy at the end of a comic strip. Moral: Put a complete sales message into the strip itself.

BROMO-SELTZER, one-half page, *The Saturday Evening Post*.

BACHELOR DAYS

1



I ADVISE EVERY MAN TO TAKE BROMO-SELTZER FOR NEXT-MORNING HEADACHES. DOCTORS FIND IT WORKS FASTER, BY ACTUAL TEST

Doctors recently tested next-morning headache remedies—found Bromo-Seltzer worked faster than any other remedy they tested! It does more for you, too. Soothes an upset stomach, quiets nerves. Reduces the excess lactic acid in the blood caused by overindulgence.

Ask for Bromo-Seltzer at drugstores, soda fountains. Keep it in your medicine cabinet.

Makes you feel fit FASTER!

BROMO-SELTZER

An Effective Attention-getter

BEST-OBSERVED and best-read page advertisement in a recent issue of *The American Magazine*.

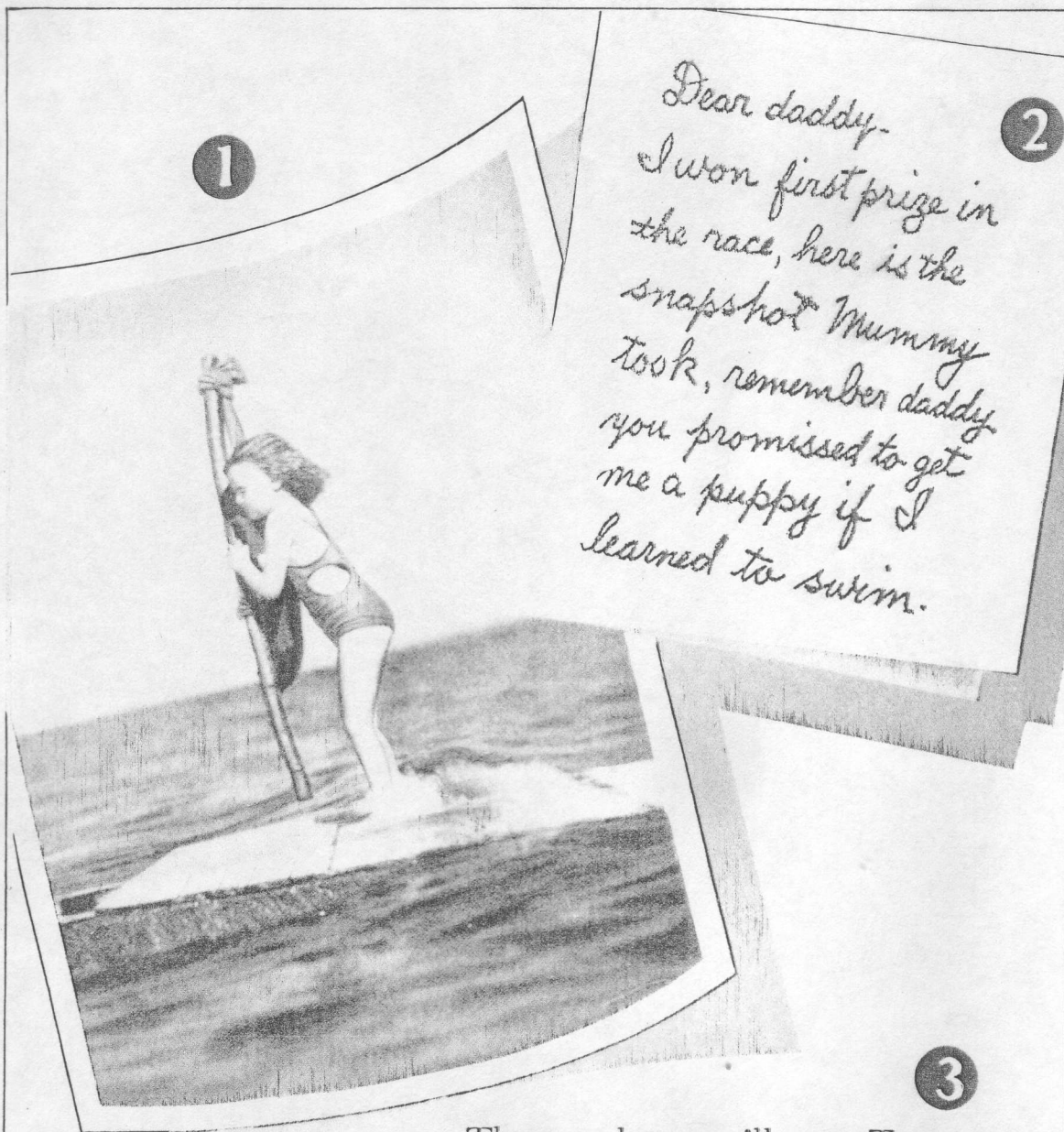
① Photographs of young children and babies almost always get attention. This is especially true when they are shown in an unusual situation.

② Two factors helped to secure high reading

of this copy: (a) it is short; (b) it obviously contains further information of a human interest nature.

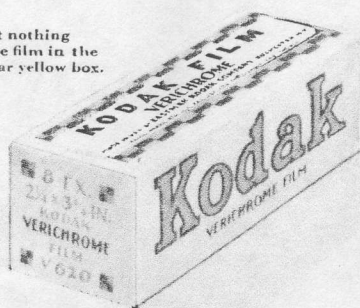
③ This heading and body copy contain a powerful reason-why sales talk, the logic of which is undeniable. And the reasons for taking pictures *today* are combined with reasons for buying *Kodak* films.

KODAK, one page, two colors, *The American Magazine*.



The snapshots you'll want Tomorrow—
you must take Today

Accept nothing
but the film in the
familiar yellow box.



THEY don't come twice—those moments we would like so much to keep forever. Children grow up, places change, people forget. Make your snapshots now, and be sure of them for keeps. And don't take chances—load your camera with Kodak Verichrome Film. This double-coated film gets the picture where ordinary films fail. Your snapshots come out clearer, truer, more lifelike. Any camera is a better camera, loaded with Verichrome—use it always . . . Eastman Kodak Company, Rochester, N. Y.

How to Make a Continuity Strip Catch More Readers

BEST-READ page advertisement in a recent issue of *Good Housekeeping*.

In general, this ad looks unusual—not like an ordinary ad, but more like an editorial feature in the magazine.

① Although there are five panels, the first panel is as large as all the others combined. Thus the first panel (a) stops the reader, and (b) gets the reader started on the series of panels.

Other good features of this first panel are: (a) it shows a man-and-woman situation, and (b) the copy is set in balloons. Tests have shown that putting a balloon around a piece of copy will definitely increase reading.

② The interest in the first panel is continued in other panels. The copy, however, is longer and would not conveniently fit in balloons. Therefore the layout man put the copy in the next best position; namely, under the illustrations. He also used the effective device of printing the first words of each sentence in bold-face type.

③ Many ads simply end with a name plate. This one goes a step further by combining the name plate with a brief sales message. Hence this page reaches two groups: (a) those who read it clear through, and (b) those who read only the balloon copy at the top and the display line at the bottom.

FELS-NAPTHA SOAP, one page, black and white, *Good Housekeeping*.

DID YOU NOTICE SUE'S
TAN? IT'S A KNOCKOUT!

1



YEAH! GORGEOUS TAN—BUT I
CAN'T "GO" HER TATTLE-TALE GRAY



"Oh, you cat! Why don't you tell Sue how to get rid of tattle-tale gray instead of meowing behind her back?"
"Don't worry, darling. I *will* tell her, first time I catch her alone."

2



"I'm sorry if I've hurt your feelings, Sue—but your clothes *do* tattle about you. It's not your fault. I know you aren't careless. But that lazy soap you use doesn't wash clean, and the clothes say so."



"Now you just change to my standby, Fels-Naptha. That richer, golden soap is so packed with naptha dirt practically flies out. Try Fels-Naptha for stockings and undies, too—it's wonderfully gentle. And it's easier on hands because every bar holds glycerine."



"P-s-s-st, it's Sue. She wants us for dinner to see how perfectly grand her linens and things look now."

"Boy, one of her dinners is something. You'd better go tipping off *all* your friends to change to Fels-Naptha Soap!" © FELS & CO., 1938

Banish "Tattle-Tale Gray" with Fels-Naptha Soap! 3

A "Scare" Campaign That Built Big Sales

BEST-OBSERVED two-thirds page advertisement in a recent issue of *Cosmopolitan*.

① The keen gaze of the policeman with that "going-to-give-you-a-ticket" expression makes this picture an *arresting* one!

② This headline arouses the reader's curiosity. It makes him want to know what the policeman said.

③ This paragraph contains one of the best-known sentences in all advertising—"Even your best friends won't tell you." This sentence has been repeated for years in Listerine ads in connection with many different situations.

① ② ④ Note how picture, headline, and name plate convey an instantaneous message to everyone who is familiar with the Listerine stories that have been printed in the past.

LISTERINE, two-thirds page, black and white, *Cosmopolitan*.



“That’s not
 2 your only
 offense, mister”

—and then the copper told him . . . told him what his best friends had never had the heart to tell him. It simply stunned Hartley . . . now he understood why people deliberately dodged him . . . why business acquaintances always sat as far as possible away from him and cut his calls to a minimum. Then and there he resolved that never again would he be guilty of an offensive breath.

* * *

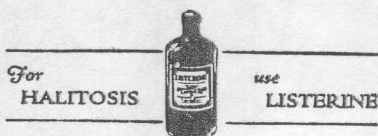
4 The insidious thing about halitosis (unpleasant breath) is that you yourself never know

when you have it. And since the subject is so delicate, even your best friends won’t tell you.

Due to conditions frequently existing even in normal mouths, everyone is bound to have an offensive breath at some time or other. Fermentation of tiny bits of food is one of its principal causes.

Fortunately this condition yields to the regular use of Listerine as a mouth wash and gargle. For Listerine, possessing marked antiseptic and deodorant qualities, halts food fermentation in the mouth, overcomes disagreeable odors, and leaves the breath sweet, fresh, and clean.

Keep a bottle of Listerine handy in home and office. Get into the delightful habit of using it morning and night, and between times before business and social engagements. *Lambert Pharmacal Company, St. Louis, Mo.*



Using a Testimonial from a Well-known Individual

BEST-READ page advertisement in a recent issue of *The Saturday Evening Post*.

① This headline is not a direct lead into the strip. However, it makes sure that no one can look at this page without receiving at least a brief sales message for Camels.

② This strip was so interesting that it caused this ad to outrank all others in the issue in spite of the fact that the headline was used as a slogan rather than as a device to make people read further. Here are the main interest-arousing features of this portion of the ad:

- (a) Photo of well-known explorer.
- (b) Exciting statement in large type, "I captured 22 wild elephants."
- (c) Series of dramatic pictures realistically drawn in brilliant colors.

③ The last two panels contain an effective sales talk for Camels.


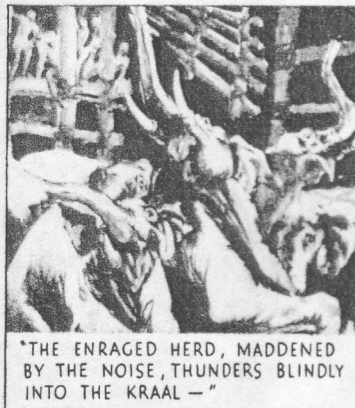
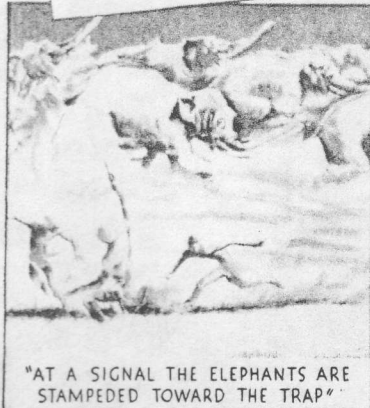
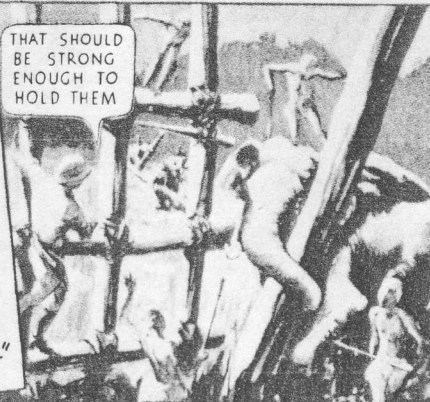
④ At the bottom is additional selling directed at both men and women.

⑤ Note good display of product.

CAMELS, one page, four colors, *The Saturday Evening Post*.

• "Camels" NEVER GET 1 ON YOUR NERVES!"

2 "I CAPTURED 22 WILD ELEPHANTS," SAYS FRANK BUCK, "IN ORDER TO GET THE ONE I WANTED. FIRST, WE BUILT AN 8-ACRE KRAAL—"

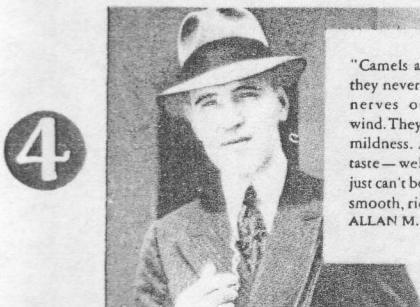



"SMOKE? YOU BET-CAMELS! THEY ARE SO MILD THEY NEVER GET MY WIND OR UPSET MY NERVES—AND WHAT A SWELL TASTE!"

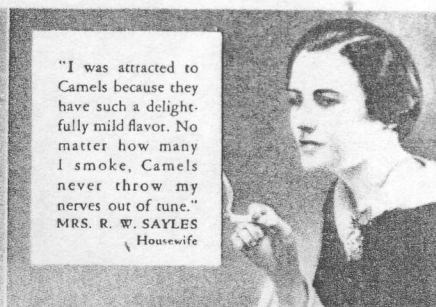
3 *Frank Buck*

© 1936, H. J. Reynolds Tob. Co.

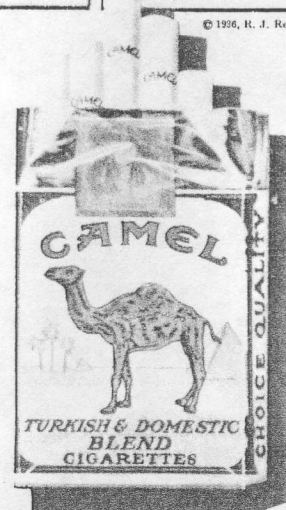
YOU'LL LIKE THEIR MILDNESS TOO!



"Camels are so mild they never jangle my nerves or cut my wind. They've got real mildness. And as for taste—well, Camels just can't be beaten for smooth, rich flavor!"
ALLAN M. CRAIG, Jr.
Salesman



"I was attracted to Camels because they have such a delightfully mild flavor. No matter how many I smoke, Camels never throw my nerves out of tune."
MRS. R. W. SAYLES
Housewife



TUNE IN!

CAMEL CARAVAN with WALTER O'KEEFE • DEANE JANIS • TED HUSING • GLEN GRAY and the CASA LOMA ORCHESTRA • Tuesday and Thursday—9 p. m. E. S. T., 8 p. m. C. S. T., 9:30 p. m. M. S. T., and 8:30 p. m. P. S. T.—over WABC-Columbia Network.

5

Costlier Tobaccos!

• Camels are made from finer, MORE EXPENSIVE TOBACCOS

—Turkish and Domestic—than any other popular brand. •

(Signed) R. J. REYNOLDS TOBACCO COMPANY, Winston-Salem, N. C.

Using the Poster Treatment

BEST-OBSERVED page advertisement in a recent issue of *Collier's*.

The principal attention-getting elements are:

(a) Large heads of people in a cheerful situation full of human interest.

(b) Color. This ad appeared in the magazine in brilliant four-color printing.

(c) Foreign scene. Not all of us have time to travel, but we are all interested in foreign lands.

(d) Good display of product name and package.

One sentence in the copy reads, "In 87 lands, 'Canadian Club' is prized." This is good copy because it doesn't merely claim popularity, it *proves* it.

CANADIAN CLUB WHISKEY, one page, four colors, *Collier's*.

Dutch Treat

from North America

"When I visited Rotterdam," writes L. E. Bates, "I expected to find dikes, silver skates, tulips and windmills. I certainly didn't expect to meet 'Canadian Club'—but there it was, and no old friend from home was ever more welcome."

In 87 lands, "Canadian Club" is prized. No other whiskey distilled on the American continent has ever become so popular. Whether you prefer rye or bourbon—bonded, blended or straight—you'll find a Hiram Walker whiskey to suit your purse and please your palate. At your favorite dealer's and at clubs, bars and hotels throughout the country.



Hiram Walker's

SIX YEAR OLD

'CANADIAN CLUB'

There's a
Hiram Walker
Whiskey for
every taste
and purse.

How to Write Headlines That Attract Readers

BEST-READ two-thirds page advertisement in a recent issue of *The American Magazine*.

① Tests have shown that headlines beginning with the words "How to" usually attract more readers than average headlines.

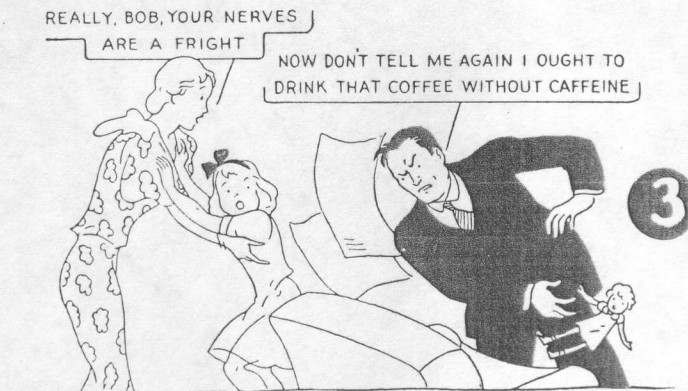
Also note that this headline arouses the curiosity of *both* wives and husbands.

② The first panel portrays a domestic scene full of drama and action. This helps to get the readers started.

② ③ ④ The copy in all these panels is brief. This acts as a further attraction to readers, because they see at a glance that they can read the entire story in a short time.

KAFFEE-HAG COFFEE, two-thirds page, black and white, *The American Magazine*.

How to Finesse Your Husband



Kellogg's KAFFEE-HAG COFFEE

(Pronounced Kaffee-HAIG)

SAVES YOUR NERVES

When husbands have nerves, but notions about decaffeinated coffee, let Kaffee-Hag come to the rescue. All the grand coffee flavor is *in* Kaffee-Hag, but 97% of the nerve-driving caffeine is *out*. It's real coffee, all coffee; fine coffee. Make it good and strong! Kellogg Co., Battle Creek, Michigan.

One of the Strongest Appeals in All Advertising

THIS newspaper ad, and others like it, proved to be successful sales builders for Welch's Grape Juice. The fat-reducing campaign, after being run for three years in limited space, was enlarged to include additional newspapers and magazines.

This page looks so much like a mail order advertisement that you almost expect to find a coupon at the bottom. However, it is simply an excellent illustration of applying tested mail order principles to a product sold in stores.

① The fat-reducing appeal featured in the headline is one of the oldest and most successful appeals in all advertising. All sorts of products have been sold in large quantities by means of this appeal. For example, reducing belts, patent medicines, rowing machines, books on diet, whole wheat bread, and various other non-fattening foods or reducing methods. The manufacturer who can prove that his product reduces fat can be almost sure of making a fortune. And, paradoxically, the manufacturer who can prove that his product *adds pounds* can make money too. Because it would seem that half the people in the United States want to reduce and the other half want to gain weight. And anybody who can arouse the interest of half the population doesn't need to worry about sales.

Compared with the average headline, this one is tremendously long. Instead of five or ten words, it contains thirty words. However, the type is so well arranged that the headline is both a stopper and a complete sales talk rolled into one. The three words "Lose Ugly Fat" stop the reader and the other parts of the headline offer him exactly what he wants, namely:

- (a) Lose 7 pounds a month (the specific number 7 makes this claim believable)
- (b) No going hungry (fat people, above all others, hate to go hungry)
- (c) No exercise or drugs (fat people hate to exercise, and they have been warned against drugs)

* * * * *

② This photograph with the testimonial printed underneath adds attractiveness and believability.

③ The copy explains how the method works and tells why it works. At the end it gives convincing reasons why you should insist on Welch's when you buy grape juice.

WELCH'S GRAPE JUICE, various sizes, black and white, newspapers.

*Here's the Amazing Way
Tests Have proved to ①*

LOSE UGLY FAT

an average of
**7 POUNDS
A MONTH**
*without suffering
a hungry moment*

*—and without taking strenuous
exercises or drugs*

③

Today, an amazing, new reducing method is sweeping the country. A method which offers at last, a way to take off ugly fat without suffering a hungry moment—and without taking strenuous exercises or drugs. A method which actually increases your physical and mental energy as excess weight seems to disappear like magic.

Under the direction of the eminent Dr. Damrau of New York, a number of people who were gaining at the rate of $1\frac{1}{2}$ pounds a month, followed this remarkable method. And the average loss registered was 7 pounds per person in a single month. Consider that carefully.

This Is All You Do

This sensational reducing method simply calls for this: Mix $\frac{3}{4}$ of a glass of Welch's Grape Juice, with $\frac{1}{4}$ of a glass of water, and *drink before each meal—and*

WATCH YOUR HUSBAND'S WEIGHT

Insurance Companies warn about the dangers of overweight. For they have definitely proved that overweight places too much of a load on the heart, is often associated with such diseases as diabetes and kidney trouble—and shortens the normal span of life. Don't allow your husband to become overweight. Suggest this amazingly easy, pleasant, safe Welch way to reduce.

at bedtime. Then eat sensibly—and this is what happens.

First, Welch's Grape Juice satisfies your craving for rich, sweet foods. You have less desire, to overeat fattening foods—yet you do feel comfortably satisfied.

Second, the grape sugar in Welch's is quickly burned up—producing vital energy. And, most important, helps nature to consume excess fat.

Third, the juice has an alkalizing effect on the system which any doctor will tell you is highly beneficial.

This is why weight is not only lost naturally and safely—often at the rate of 7 pounds a month, or more—but why you feel so much better and stronger as your ugly fat disappears.

Only One Thing To Watch

In following this proved, **SAFE** way to lose ugly fat—eat sensibly—and be sure to use Welch's pure, aged, unadulterated, full-strength grape juice. Made from the finest grapes grown. No water added: no artificial coloring. Good Housekeeping approved. Insist upon the genuine Welch's Grape Juice for the results you want.

WELCH GRAPE JUICE COMPANY
Westfield, N. Y.



IRENE RICH RADIO DRAMAS
Every Friday night over NBC
Blue Network. See your paper
for the time and station.



Irene Rich, over 40, weighs the same as she did at 16.
She says, "Eat sensibly—Drink Welch's Grape Juice."

Welch's Grape Juice

How Timeliness Increases Reading

BEST-READ black-and-white advertisement in a recent issue of *Collier's*.

① Timeliness is the essence of this message. It appeared just at the right moment to remind millions of readers of Mother's Day. Also, note these qualities in the illustration:

- (a) A dramatic situation is pictured.
- (b) The flowers are shown in a new and unusual transparent package.
- (c) An ideal type of model has been chosen to represent the mother. You may not agree with this at first, but consider the ad man's problem in a case like this. The majority of mothers in the United States today are divided into two widely different

types. There is the gray-haired old-lady type that the painter Whistler portrayed in his famous "Portrait of My Mother." And there is the modern type who uses cosmetics, dresses smartly, and keeps old age around the corner. This advertisement uses a good compromise between those two types.

② The headline does not attempt to be clever by employing some such expression as "Think of her on May 10" or "All that I am I owe to my mother." The simple statement "May 10th is Mother's Day" is much more effective.

③ This panel is good because it tells simply and quickly in pictures and words just how the Florists' Telegraph Service operates.



Jane Darrell featured in 20th Century-Fox production "The First Baby." Flowers styled by the Florists' Telegraph Delivery Association.

May 10th is Mother's Day

... remember her with FLOWERS-BY-WIRE

LEARN THE FLOWER SECRETS OF THE "STARS"

... Discover how screen beauties accent their personalities, enhance their charms by wearing fresh flowers styled to their types. Send 3 cents in postage to Headquarters F.T.D.A., 485 East Grand Boulevard, Detroit, Mich., and get your copy of this fascinating booklet!



Your Mother's thoughts, hopes and prayers are ever for *your* welfare and happiness. She glories in your triumphs, sorrows with you in adversity... her love and understanding surround you always.

On Mother's Day pay homage to her devotion... send flowers! If you are far from her—*telegraph* them. What a glorious tribute flowers-by-wire are, what happiness they bring... yet they are so inexpensive.

Any F. T. D. florist will be glad to serve you. As a bonded member of the Florists' Telegraph Delivery Association (International) he displays the Winged Mercury Emblem on his shop window—your guarantee of prompt, satisfactory delivery of fresh flowers, artistically styled, *anywhere, anytime*. Over 10,000 florists—leaders in their profession—are members of this speedy and efficient world-wide service.

Say it with Flowers.

FLORISTS' TELEGRAPH DELIVERY ASSOCIATION
INTERNATIONAL

3

HOW TO SEND FLOWERS BY WIRE



... 1—All you need to do is telephone any local F. T. D. florist, or



... 2—Go to a florist's shop displaying the Winged Mercury Emblem



... 3—Place your order and delivery instructions with the F. T. D. florist member



... 4—Association teamwork, bonded to give you satisfaction, does the rest



... 5—Your order speeds to an equally prominent F. T. D. florist member and



... 6—Fresh, fragrant flowers are promptly delivered as directed by you.

Outstanding Results from Trade Paper Advertising

THIS advertisement, addressed to chain store executives, was a success from the start. It was remarkable, not only because of the comparatively high number of inquiries it produced, but also because of their quality. Inquiries were received from high officials of several very large businesses.

The advertisement was not intended primarily to sell the product, Freon Refrigerant, but rather to sell air-conditioning. Its simplicity and directness appeal to the type of man to whom it is addressed. It has an "editorial" appearance.

① The headline promises information on *cost*—a subject which is usually avoided in air-conditioning ads, yet is in the mind of the prospect.

② Generalities about air-conditioning offer nothing new to the chain store executive—he knows all that. This copy gives him information (a) about costs of air-conditioning, and (b) about activities of his competitors.

③ This panel of recent air-conditioning installations has considerable news value.

Initial cost and upkeep of Air-Conditioning ①

2

CHAIN STORE executives almost without exception acknowledge the benefits of air-conditioning. Many chains intend to install air-conditioning ultimately, but hesitate to take immediate action because of an impression that first costs and upkeep are high, and because they hope that equipment costs will be considerably lower in a few years.

Air-conditioning equipment is not costly. For example, 41 stores in the variety and chain department store field reported air-conditioning installations during 1935 at an average cost of \$22,072. Incidentally, the McLellan Stores Company's San Antonio unit doubled its sales with air-conditioning. Operating cost for this unit was only \$150 per month.

In the chain drug store field, one chain installed air-conditioning in 12 units at an average cost of \$2,833 per unit. Another chain air-conditioned 10% of its units at an average of \$5,000 per store.

In the chain apparel field, two important chains air-conditioned 26 units at an average cost of \$7,500 per unit.

A recent survey among both chain and independent hotels and restaurants with air-conditioning revealed an average installation cost of \$9,000, and an average operating cost of \$5 per day. The aver-

age patronage increase after air-conditioning was installed was 30%; check averages increased 20%.

Air-conditioning must be considered as an investment, and first cost must be balanced against probable increases in business. Few investments offer so high a return as does air-conditioning; few improvements offer such advantages over competition.

Waiting for price reductions in air-conditioning equipment means waiting until the many advantages and profits of immediate installation are diminished because of installations by competitors. Air-conditioning is far beyond the experimental stage. While new improvements and apparatus are constantly appearing on the market, there can be no question that existing equipment and knowledge is more than adequate to do an efficient and economical job.

Immediate profits, proven in so many cases, are so great that it is unwise to wait longer to install air-conditioning. The profits far exceed any probable reduction in equipment costs.

Why not ask an air-conditioning engineer or manufacturer for an up-to-date estimate of installation and upkeep costs for your stores?

Here are a few of the
chain stores air-conditioned
with "Freon" for safety: ③

Schrafft's, Syracuse, N. Y.	General Electric
Lerner's Stores Corp. Newark, N. J.	York
Liggett Drug Co. Inc. Kansas City, Mo.	Frigidaire
F. W. Woolworth Co. Reading, Pa.	Westinghouse
Melville Shoe Co. Washington, D. C.	York
S. S. Kresge Co., Oak Park, Ill.	Frick
French, Shriner and Urner New York City	Frigidaire
Peggie Hale, Inc., Memphis, Tenn.	General Electric
Walgreen Co., Chicago, Ill.	Frigidaire
F. W. Woolworth Co. Cleveland, Ohio	York
Simon's Lunch Rooms, Ltd. Los Angeles, Calif.	Kelvinator
Adeline Shops, Inc. St. Louis, Mo.	Frigidaire
Weinberger Drug Stores, Inc. Canton, Ohio	York

"FREON" contributes safety and efficiency to your air-conditioning system. It is non-poisonous, non-flammable, odorless, non-explosive. It does not harm foods, furs, flowers or clothes. Specify "FREON" as the refrigerant for your air-conditioning system.



FREON

REG. U. S. PAT. OFF.

safe refrigerants

KINETIC CHEMICALS, INC., TENTH & MARKET STREETS, WILMINGTON, DELAWARE

How to Run a Successful Prize Contest

THE makers of Camay Soap have run a "Life Income" contest every year for several years. This proves the success of that type of contest. Each contest ad asks for three Camay wrappers as a proof of purchase. Campaigns like this one are expensive to run, and they would not be repeated year after year unless the sales results were satisfactory.

Below are listed the principal elements that helped to make this prize contest bring big returns.

① An attractive first prize is offered in the headline.

② A large number of additional prizes are offered in the subhead. This causes the reader to say, "Well, if I don't win first prize I still have a good chance of winning *something*."

③ The contest is easy. You don't even have to have a sheet of paper to write on, because your entry blank is printed right in the ad. All you have to do is to check the Camay quality you like best and write in the blank space why you prefer this quality.

④ Proof of purchase is required in the form of three Camay wrappers. This insures that every entrant (except the few who send facsimiles) has bought the product. When a contest like this is running, dealers everywhere report increases in sales.

⑤ There are names and photographs of former winners of Camay "Life Income" contests. This answers the question of skeptical people, "Do the manufacturers really pay these big cash prizes?"

CAMAY, one page, four colors, various magazines.

CAMAY OFFERS

Free 1 EVERY YEAR OF YOUR LIFE!

\$1,000

2 ALSO 5 PRIZES OF \$1,000 EACH AND 1,000 PRIZES OF \$10 EACH

How would you like it if someone handed you a cool \$1,000 in cash!—told you there would be another \$1,000 for you rolling in steadily year after year—financial security and freedom from worry for the rest of your life!

Think of it, one minute of your time may win you the Grand Prize—\$1,000 a year for life or a flat payment of \$12,000 cash. And remember—there are 1,005 other big cash awards. Why, right in your own section of the country alone there are 201 local prizes—one prize of \$1,000 cold cash and 200 prizes of \$10 each.

HERE'S HOW AND HERE'S WHY!

We offer you this wonderful opportunity because we want you to try Camay, the world-famous beauty soap. For we are sure that once you see how gently—how deeply and thoroughly Camay cleanses—how smooth and radiant your skin looks—we are sure you'll be a Camay fan for life.

And it's such an easy contest! All you do is get three cakes of Camay and try it (it costs so little). Check the Camay quality you like best—see listing below—and then in 25 words or less, tell us why you like that quality. Simple— isn't it?

And now, Good Luck! Buy Camay to-

day and enter this simple Camay Contest. No matter where you live, you have a fair and equal chance to win an income of \$1,000 a year for life or one of 1,005 other Big Cash Prizes. Don't pass up this chance!

READ THESE EASY RULES!

- 1 From the list below, check the quality you like best in Camay. Then, in the space provided, tell us in about 25 words why you prefer this quality.
- 2 Print plainly on this entry blank your name and address and the name and address of the dealer from whom you buy Camay. Attach three Camay wrappers, or facsimiles, and mail your entry to Camay, Dept. TW, Box 629, Cincinnati, Ohio. All entries must be postmarked before midnight, November 30th, 1936.
- 3 Send in as many entries as you wish, provided each is on a separate entry blank or sheet of plain paper, each bears your name and address, the name and address of your dealer, and each is accompanied by three Camay wrappers, or facsimiles.
- 4 The National Prize of \$1,000 a Year For Life will be an annuity purchased for the winner by Procter & Gamble, or, if the winner elects, \$12,000 in one cash payment.
- 5 Judges will award prizes to the entries which, in their opinion, give the most original, appropriate, and concise reason for selecting the quality chosen. The quality checked has no influence on the judging.
- 6 Judging will be under the direction of Miss Elsie M. Rushmore, National Contestant, and her associates. Decisions of the judges will be final. No entries returned. Complete list of prize winners will be announced in the March 27th issue of Liberty Magazine, on newsstands March 17th.
- 7 Anyone may enter except employees of Procter & Gamble, their advertising agencies and their families.
- 8 Contest applies only to the United States and Hawaii and is subject to Federal, State and Local laws and regulations. Entries and contents thereof become the property of Procter & Gamble.

THEY'RE ENJOYING IT...

THESE 1934-1935 PRIZE WINNERS!

Just think of Miss Helen Duncan of Chicago—now enjoying the \$1,000-a-year-for-life Camay Prize money she won in 1934. Or, farther out west, at Torrington, Wyoming, Mrs. J. W. Bloomer, 1935 prize winner, with her Camay income of \$1,000 a year for life! And all those others throughout the country—1,776 more of them!—all happy winners of Camay's generous cash prizes! Resolve to enter now for 1936.



1006 BIG CASH PRIZES!

GRAND PRIZE—\$1,000 a Year for Life! (or, if the winner elects, \$12,000 Cash in one lump sum)

In addition—

These 201 prizes will be awarded in each of 5 prize zones.

FIRST PRIZE—\$1,000 CASH IN ONE PAYMENT!

NEXT 200 PRIZES—\$10 CASH EACH IN ONE PAYMENT!

In zone where Grand National Prize is won, the first prize of \$1,000 cash for that zone will be awarded to the entry which is second best in the opinion of the judges. Complete list of prize zones at your dealer's.

CAMAY

THE SOAP OF BEAUTIFUL WOMEN



"Camay is my most important Beauty Aid!"
MRS. H. RAY S. INDOLE, RIE, N. Y.

- 1 FROM THE LIST BELOW CHECK THE CAMAY QUALITY YOU LIKE BEST!
- | | |
|---|---|
| <input type="checkbox"/> Camay's Mildness | <input type="checkbox"/> Camay's Rich Lather |
| <input type="checkbox"/> Camay's Thorough Cleansing | <input type="checkbox"/> Camay's Real Economy |
| <input type="checkbox"/> Camay's Delicate Perfume | <input type="checkbox"/> Camay's Creamy Whiteness |
- And then write here in about 25 words why you prefer this quality in Camay.

3

- 2 ATTACH 3 CAMAY WRAPPERS or facsimiles and mail your entry to Camay, Dept. TW, Box 629, Cincinnati, Ohio. This contest closes at midnight, November 30, 1936.

- 3 FILL IN YOUR NAME AND ADDRESS:

Name _____ Street _____
City _____ State _____

AND YOUR DEALER'S NAME AND ADDRESS:

Dealer's Name _____

Address _____

Enter as many times as you wish. Use this entry blank. Get extra copies at your dealer's or, if he is out of them, use plain sheet of white paper.

4

Selling Several Products in One Ad

BEST-OBSERVED and best-read advertisement in a recent issue of *Good Housekeeping*.

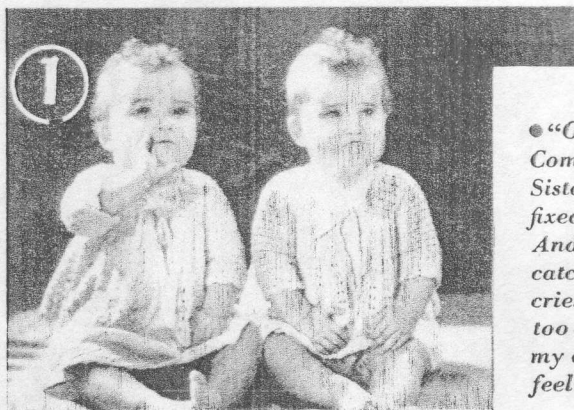
① ③ ⑤ Survey after survey has shown that baby pictures are good stoppers, especially in women's magazines.

② ④ ⑥ This copy sparkles with originality and interest. Yet it does not neglect the sales

message. There is a powerful tie-up with Johnson & Johnson's Baby Powder.

⑥ Observe the strong appeal to mothers in the last sentence of this panel of copy.

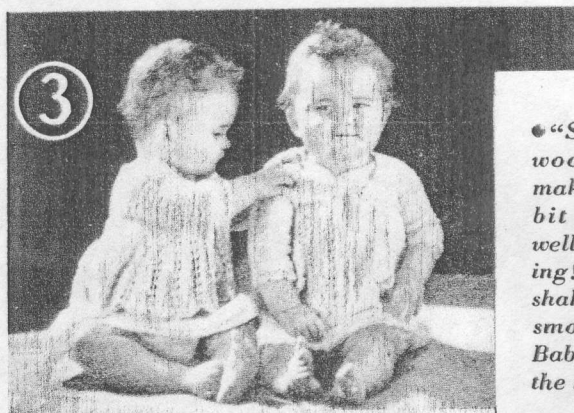
⑦ The final sales copy continues in the same friendly style and mentions three additional Johnson's baby products.



1

2

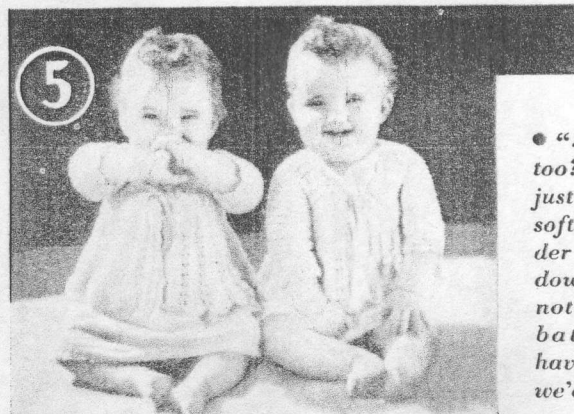
• "Oo-hoo, Mother! Come right away—Sister's getting all fixed for a big cry. And you know how catching it is! If she cries, I'm going to, too—'cause she's my own twin and I feel so sorry!"



3

4

• "See here—this woolly sweater's making her a little bit prickly. How well I know the feeling! Wouldn't a few shakes of our slick, smooth Johnson's Baby Powder be just the thing?"



5

6

• "Some for me, too? Oh, how nice! I just love to feel that soft, slippery powder going all tickly down my neck. Let's not have it just at bath-time—let's have it often! Then we'd never cry!"



• "I'm Johnson's Baby Powder... the best caretaker for babies' tender skins! My silky smoothness wards off chafes and rashes—for I'm made of finest Italian talc. No gritty particles and no orris-root... Try Johnson's Baby Soap, Baby Cream and Baby Oil, too."

7

Johnson & Johnson
NEW BRUNSWICK, N. J. U. S. A.

Three Stoppers in the Same Ad

BEST-READ page advertisement in a recent issue of *Good Housekeeping*.

① This continuity strip with the heading "Midnight Robbery" describes the kind of cooking triumph that every housewife wants.

② The photographs of food (in natural color in the magazine) look realistic and have appetite appeal.

③ The recipes give complete details for cooking these dishes, and, of course, Crisco is included. As previously stated, recipes almost always get high reading. Women will often skip ordinary copy set in large type and read every word of a recipe set in small type.

Note that this ad has three stoppers. The recipes attract a large group of women; the pictures of food attract others; and the continuity strip attracts still another group.

MIDNIGHT ROBBERY... or why Ida now uses one "all-purpose" shortening

SOME LEMON PIE, IDA! WHY SUCH A LITTLE PIECE?

JIM, I WANT TO SEE IF IT WILL AGREE WITH YOU—I TRIED CRISCO PASTRY THIS TIME BECAUSE AUNTIE SAYS IT'S DIGESTIBLE.

IDA'S ASLEEP. NOW I'LL GET AT THAT LEMON PIE!

NEXT DAY: WHO ATE ALL MY LOVELY LEMON PIE?

JIM ATE A THIRD OF THAT CRISCO PIE, AUNTIE, AND FELT FINE

IDA, USE LOVELY LIGHT CRISCO AS YOUR ONLY SHORTENING... TRY IT FOR CAKES AND FRYING, TOO.

GOL-LY! THAT'S THE BEST FRIED FISH—CRISP... NATURAL-TASTING!

JUST WAIT TILL YOU SEE MY CAKE, JIM!

SWELL CAKE! SWELL FISH! SWELL PIE—SAY, IDA—

DON'T SAY IT—LET ME—I'M GOING TO COOK ENTIRELY WITH DIGESTIBLE CRISCO!

FOR DIGESTIBLE PIES, CAKES AND FRIED FOODS MAKE THIS ONE-WEEK TEST

—with a money-back Guarantee

To discover that Crisco is the perfect "all-purpose" shortening, use only Crisco for a week's cooking. See if pies aren't flaky-light, truly digestible. See if fried foods aren't crisp and greaseless! See if cakes aren't fluffy-light made with pre-creamed Crisco! If you don't like digestible Crisco for *all* your cooking, after one week, return any Crisco you have left to your dealer who will gladly refund your money.

POTATO BOATS are dandy "dress-ups" for creamed meat or vegetables. Fry them in deep Crisco so they'll be crunchy-brown outside and free from indigestible greasiness. Pure wholesome Crisco makes light cakes and digestible pastry, too.

6 medium-sized potatoes Crisco for deep-frying

Select oval potatoes. Pare. Cut off lengthwise slices. Hollow out centers. Cook in boiling salted water 10 minutes. Drain; dry. Deep-fry in digestible Crisco (the vegetable fat). Heat Crisco to 395° F.—test with an inch cube of bread—it will brown in 40 seconds. When you begin to fry potato boats, raise the heat 2 minutes. Drain on absorbent paper. Fill with creamed meat, fish or vegetables. Save Crisco for other fryings—it never gives the taste of one fried food to another. Economical and digestible!

Food costs money—don't risk failure—use pure creamy Crisco for perfect results in this recipe.

CRISCO FOR DIGESTIBLE FRIED FOODS

ONLY 10¢ brings you "Favorite Recipes," 98 recipes! Send 10¢ in coin with name and address to Dept. XG-56, Box 837, Cincinnati, O.

AUNTIE'S LEMON PIE makes a love match between creamy lemon filling and cloud-peaks of meringue. It's perfection with Crisco pastry—so tender and digestible. Try light creamy Crisco for cakes and frying, too.

1½ cups sugar 2 cups boiling water
4 tablespoons corn- 3 egg yolks, beaten
starch 2 teaspoons lemon rind
½ teaspoon salt ½ cup lemon juice

Blend sugar, cornstarch, salt. Stir into boiling water. Cook and stir till thick and clear. Stir in egg yolks. Cook 2 minutes longer. Remove from stove. Add lemon juice and rind.

Crisco's Tender Digestible Pastry: Sift 1½ cups flour with ¼ teaspoon salt. Cut in ½ cup of light digestible Crisco (the creamed vegetable fat) until fine as meal. Add 4 to 6 tablespoons water, using as little as possible. Roll out on lightly floured board. Line pie plate. Prick all over. Bake in hot oven (450° F.) 12-15 minutes. Add filling. Cover with meringue (beat 3 egg whites stiff with 6 tablespoons fine granulated sugar). Brown meringue in slow oven (325° F.).

Food costs money—don't risk failure—use pure creamy Crisco for perfect results in this recipe.

CRISCO FOR DIGESTIBLE PASTRY

All Measurements Level. Recipes approved by Good Housekeeping Institute. Crisco is the registered trademark of a shortening manufactured by the Procter & Gamble Company.

WALNUT SQUARES are light luscious surprises—and do people rave! Try this cake with fluffy Crisco—the cake shortening that's pre-creamed, and tastes as fresh as cream. And remember—Crisco is the making of light pastry and digestible fried foods, too!

½ cup Crisco ½ teaspoon salt
1 cup sugar ½ cup milk
2 eggs ½ cup chopped
1½ cups flour nuts
2 teaspoons baking 1 teaspoon vanilla
powder

Blend Crisco, sugar and eggs in *one* stirring—it's easy with pre-creamed Crisco. Sift flour, baking powder, salt—add alternately with milk. Use 2 extra tablespoons flour to coat nuts. Add nuts and vanilla. Use a "Criscoed"-and-floured pan (about 8" x 8"). Bake in moderate oven (350° F.) 40-45 minutes. Cool.

Fluffy Icing: Use 1 egg white, ¼ cup sugar, 3 tablespoons water, ¼ teaspoon salt. Put in top of double boiler over boiling water. Cook 7 minutes, beating constantly with Dover beater. Remove from heat, add ½ teaspoon vanilla, beat until of a spreading consistency. Spread on cake. Decorate with walnut-halves.

Food costs money—don't risk failure—use pure creamy Crisco for perfect results in this recipe.

CREAMY CRISCO FOR LIGHT CAKES

Use creamy Crisco to make all your pies, cakes and fried foods light and digestible... and buy the thrifty 3-lb. size



Combining Entertainment with Salesmanship

BEST-OBSERVED and third-best-read advertisement in a recent issue of *The Saturday Evening Post*.

① Here are the qualities that helped this comic strip get attention:

(a) Most important of all, the strip shows pictures of George Burns and Gracie Allen, two comedians who have been made famous by radio and motion pictures.

(b) The heading "Educating Gracie" helps to identify these characters in case the reader does not recognize them at first glance.

(c) The pictures are not drawings, but *photographs* of George and Gracie. This adds realism and interest.

(d) The expressions on the faces are animated and varied. This suggests that a lively conversation is going on. Incidentally, note that all the panels are different shapes and sizes. This avoids the monotony of a series of identical panels.

(e) The advertisement was printed in brilliant colors—red, blue, and green.

* * * * *

② In addition to entertainment, this page contains a good display of the product and considerable sales talk.

EDUCATING GRACIE



LISTEN IN AND LAUGH
EACH WEDNESDAY EVENING

COLUMBIA NETWORK
(Coast-to-Coast)
8:30 P. M., E. S. T.—7:30 C. S. T.—
9:30 M. T.—8:30 P. S. T.

A CASE OF GOOD JUDGMENT OR TASTE THE DIFFERENCE



1



Remember
there really is
a big difference
in tomato juice!

It will take just one glassful of Campbell's Tomato Juice to let you know what a great drink tomato juice can be. The ripe-red, natural color coaxes you to drink, and the first sip tells you, "This is the true fresh-tomato flavor!" You drink deep. Thirst goes, and you are refreshed. Afterward you feel perked up, really alive.

What makes the difference?

Tomatoes, first. Tomatoes cross-cultivated twenty-six years to get a more luscious color and a brighter flavor. Ripened Nature's way—on the vine, in the sun. Then promptly pressed—lightly, for the first full-flavored juice. Finally, Campbell's special canning process retains the lively fresh-picked flavor and valuable vitamins. Nature made it a grand drink; Campbell's keep it that way.

Say "Campbell's Tomato Juice"

Drink tomato juice often, for health and for fun, at lunch and dinner and between times. But—do be sure the tomato juice you buy is Campbell's. Remember, there really is a big difference in tomato juice. Campbell's is the one with the true fresh-tomato flavor.

Taste the difference!

LOOK FOR THE
RED AND WHITE
LABEL



2

NOW 3 SIZES
You can now get
14-ounce, 20-ounce
or 50-ounce cans.
Ask for size that
suits you best.

Campbell's TOMATO JUICE

Canada's Gift to Advertising Writers

BEST-OBSERVED black-and-white advertisement in a recent issue of *Good Housekeeping*.

① The world-wide interest in the Dionne Quintuplets caused them to be featured in newspapers, magazines, and motion pictures. This publicity aroused increased interest, which in turn brought about more newspaper stories, more movies. It is this process which builds up people like Lindbergh, the Quintuplets, and the Duke of Windsor until any of their photographs becomes a stopper that few will pass by. This action photograph of the Quintuplets at play

is especially well calculated to stop women readers.

② The use of the word "five" in the headline helps further to establish the identity of the children.

③ The first paragraph of the copy says that Lysol is the only disinfectant ever used to protect the Quintuplets. This is one of the most powerful sales arguments that could be used, because every one knows the care that has been exercised in caring for these famous youngsters.

LYSOL, one page, black and white, *Good Housekeeping*.



Photograph copyrighted by I.E.A. Service Inc.

Five... "Going on Three"

The DIONNE QUINTUPLETS, now safely through their second year

SINCE the day of their birth, "Lysol" has been the only disinfectant used to help protect these famous babies from the dangers of Infection.

The very first registered nurse who reached the Dionne home, that exciting birthday morning in May 1934, had "Lysol" with her in her kit and went to work with it at once.

"Lysol" has been used in thousands and thousands of childbirth operations. For the danger of Infection is high in childbirth; and doctors and nurses know they need a safe, depend-

able germicide like "Lysol" to help protect both mother and child.

But here is a record for "Lysol" of extraordinary importance. Following the most dramatic childbirth in medical history... in the care of the most watched-over babies in the world... "Lysol" has played, and still plays, a vitally important part.

Their clothes, bedding, diapers, cribs, even their toys, the furniture and woodwork of that snug, modern, little Dafoe Hospital... all have been kept clean with "Lysol," the effective, economical germicide.

Are you giving your baby this scientific care? Are you using "Lysol" to clean the nursery, bathroom, the kitchen, laundry, cellar... to disinfect clothes, bedding, telephone mouthpieces, door knobs, banisters, etc.? The scientific care given to the Dionnes is an example every mother should follow. Full directions for correct uses of "Lysol" come with each bottle.

During last winter's flood disasters, thousands of gallons of "Lysol" were rushed to devastated areas, to fight Infection and epidemics. Doctors, hospitals, and Public Health officers know they can depend on "Lysol".

NEW!...LYSOL HYGIENIC SOAP

...for hands, complexion, bath. A fine, firm, white soap, with the added deodorant property of "Lysol." Protects longer against body odors, without after-odor. Washes away germs and perspiration odors. Try a cake, today!



Lysol
disinfectant

FREE! "Protecting the Dionnes"

— the story, with pictures, of their scientific care
On the occasion of their birthday, these famous babies have a gift for you! A free book telling their life-story, and how "Lysol" has helped protect them... full of fascinating facts and photos. Send name and address on a complete "Lysol" carton (any size) to — LEHN & FINK PRODUCTS CORP., Bloomfield, N. J., Dept. CH-7. Sole Distributors of "Lysol" disinfectant.

© 1936, Lehn & Fink, Inc.

An Ad with an Unusual Sales Record

THIS mail order advertisement achieved unusual success over a period of more than ten years. A number of other ads for this course in English have been tried, but the one given here has been outstanding.

① Note these qualities in the headline:

- (a) It selects the proper audience by discussing "mistakes in English."
- (b) It arouses curiosity.
- (c) It offers free information. This is done by the word "these" in the headline. For example, if the headline simply said, "Do you make mistakes in English," the reader might conclude that the copy was simply a lecture on the importance of speaking good English. But the headline says "these mistakes." Therefore there must be some mistakes listed in the copy. The reader can learn what they are and profit without spending a penny.

However, many of the readers who thought they would get something for nothing did not realize the power of a good mail order sales talk. Such a sales talk is like opium. It leads you on, promising better

and better things. It is like a chain whose links are imperceptible at first. Gradually the links grow stronger until they finally drag money out of your pocket.

* * * * *

② Here are qualities that make the subhead effective:

- (a) It increases interest by using the words "remarkable invention."
- (b) It increases confidence by stating that more than 100,000 people have used this method.
- (c) It offers quick, easy results—"Only 15 minutes a day required."

* * * * *

③ This is one of the longest ads ever printed on a single page. Its success proves that people will read tremendously long copy if they are real prospects. Note how the subheads scattered through the copy keep beckoning to the reader with additional promises.

④ The coupon gives the reader an opportunity to act immediately, while he is in the mood.

SHERWIN CODY, one page, black and white, various magazines.

Do You Make These Mistakes in English?

Sherwin Cody's remarkable invention has enabled more than 100,000 people to correct their mistakes in English. Only 15 minutes a day required to improve your speech and writing

MANY persons use such expressions as "Leave them lay there" and "Mary was invited as well as myself." Still others say "between you and I" instead of "between you and me." It is astonishing how often "who" is used for "whom" and how frequently we hear such glaring mispronunciations as "for MID able," "ave NOO," and "KEW pon." Few know whether to spell certain words with one or two "c's" or "m's" or "r's" or with "ie" or "ei," and when to use commas in order to make their meaning absolutely clear. Most persons use only common words—colorless, flat, ordinary. Their speech and their letters are lifeless, monotonous, humdrum.

Why Most People Make Mistakes

What is the reason so many of us are deficient in the use of English and find our careers stunted in consequence? Why is it some can not spell correctly and others can not punctuate? Why do so many find themselves at a loss for words to express their meaning adequately? The reason for the deficiency is clear. Sherwin Cody discovered it in scientific tests, which he gave thousands of times. *Most persons do not write and speak good English simply because they never formed the habit of doing so.*

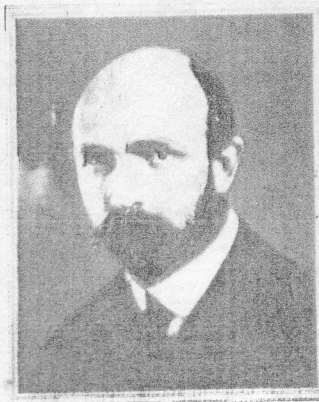
What Cody Did at Gary

The formation of any habit comes only from constant practice. Shakespeare, you may be sure, never studied rules. No one who writes and speaks correctly thinks of rules when he is doing so.

Here is our mother-tongue, a language that has built up our civilization, and without which we should all still be muttering savages! Yet our schools, by wrong methods, have made it a study to be avoided—the hardest of tasks instead of the most fascinating of games! For years it has been a crying disgrace.

In that point lies the real difference between Sherwin Cody and the schools! Here is an illustration: Some years ago Mr. Cody was invited by the author of the famous Gary System of Education to teach English to all upper-grade pupils in Gary, Indiana. By means of unique practice exercises Mr. Cody secured more improvement in these pupils in five weeks than previously had been obtained by similar pupils in two years under old methods. There was no guesswork about these results. They were proved by scientific comparisons. Amazing as this improvement was, more interesting still was the fact that the children were "wild" about the study. It was like playing a game!

The basic principle of Mr. Cody's new



SHERWIN CODY

method is habit-forming. Any one can learn to write and speak correctly by constantly using the correct forms. But how is one to know in each case what is correct? Mr. Cody solves this problem in a simple, unique, sensible way.

100% Self-Correcting Device

Suppose he himself were standing forever at your elbow. Every time you mispronounced or misspelled a word, every time you violated correct grammatical usage, every time you used the wrong word to express what you meant, suppose you could hear him whisper: "That's wrong, it should be thus and so." In a short time you would habitually use the correct form and the right words in speaking and writing.

If you continued to make the same mistakes over and over again, each time patiently he would tell you what was right. He would, as it were, be an everlasting mentor beside you—a mentor who would not laugh at you, but who would, on the contrary, support and help you. The 100% Self-Correcting Device does exactly this thing. It is Mr. Cody's silent voice behind you, ready to speak out whenever you commit an error. It finds your mistakes and concentrates on them. You do not need to learn anything you already know. There are no rules to memorize.

Only 15 Minutes a Day

Nor is there very much to learn. In Mr. Cody's years of experimenting he brought to light some highly astonishing facts about English.

For instance statistics show that a list of sixty-nine words (with their repetitions) make up more than half of all our speech and letter writing.

Obviously, if one could learn to spell, use, and pronounce these words correctly, one would go far toward eliminating incorrect spelling and pronunciation.

Similarly, Mr. Cody proved that there were no more than one dozen fundamental principles of punctuation. If we mastered these principles there would be no bugbear of punctuation to handicap us in our writing.

Finally, he discovered that twenty-five typical errors in grammar constitute nine-tenths of our everyday mistakes. When one has learned to avoid these twenty-five pitfalls, how readily one can obtain that facility of speech which denotes the person of breeding and education!

When the study of English is made so simple, it becomes clear that progress can be made in a very short time. *No more than fifteen minutes a day are required.* Fifteen minutes, not of study, but of fascinating practice! Mr. Cody's students do their work in any spare moment they can snatch. They do it riding to work or at home. They take fifteen minutes from the time usually spent in profitless reading or amusement. The results really are phenomenal.

Sherwin Cody has placed an excellent command of the English language within the grasp of every one. Those who take advantage of his method gain something so priceless that it can not be measured in terms of money. They gain a trade-mark of breeding that can not be erased as long as they live. They gain a facility in speech that marks them as educated people in whatever society they find themselves. They gain the self-confidence and self-respect which this ability inspires. As for material reward, certainly the importance of good English in the race for success can not be over-estimated. Surely, no one can advance far without it.

FREE—Book on English

It is impossible, in this brief review, to give more than a suggestion of the range of subjects covered by Mr. Cody's new method and of what his practice exercises consist. But those who are interested can find a detailed description in a fascinating little book called "How You Can Master Good English in 15 Minutes a Day." This is published by the Sherwin Cody School of English in Rochester. It can be had by any one, free, upon request. There is no obligation involved in writing for it. The book is more than a prospectus. Unquestionably it tells one of the most interesting stories about education in English that ever has been written.

If you are interested in learning more in detail of what Sherwin Cody can do for you, send for the book, "How You Can Master Good English in 15 Minutes a Day."

Merely mail the coupon, a letter or postal card for it now. SHERWIN CODY SCHOOL OF ENGLISH, 22 Searle Building, Rochester, N. Y.

SHERWIN CODY SCHOOL OF ENGLISH
22 Searle Building, Rochester, N. Y.

Please send me, without any obligation on my part, your new free book, "How You Can Master Good English in 15 Minutes a Day."

Name

Address

☐ If 18 years or under check here for Booklet A.

A Layout That Flows Smoothly from Stopper to Product

BEST-OBSERVED two-thirds page advertisement in a recent issue of *Cosmopolitan*.

① This picture is an eye-catcher because the pose is different from conventional poses.

② The headline contains a promise, appeals to women's self-interest, and suggests important

news. Note how the headline leads directly into the panel containing the news, and the panel leads your eye down to the picture of the product.

③ This panel, by the use of bold-face sub-heads, gives the news briefly to glancers. And there is longer copy for those who want the details.

COTY, two-thirds page, black and white, *Cosmopolitan*.



"It's as good as getting a facial..."

Four new Flatteries..when face powder "is" *Air Spun* 2

Do you think that all face powder can do is take the shine off your face? Many women thought so, until they tried the new discovery...Coty Air Spun.

Now they know face powder can bring new warmth to sallow skins! New softness to dry complexions!

Air Spun is made by an utterly new method. The delicate powder substances are whirled, buffed, *spun* together by torrents of *air*. Out comes a powder many times smoother than *any* you've ever known! Warmer in its shades! And containing new skin-protective ingredients.

Choose Air Spun in any of its world-beloved Coty odeurs—L'Aimant, L'Origan, "Paris," Emeraude—and in a range of fourteen shades. You really must see the newest "blushing" shades...Soleil d'Or and Rachel Nacr . \$1.00.

"*Air Spun*"

A NEW KIND OF
FACE POWDER BY

COTY

1. SMOOTHER, SOFTER

Goes on like a delicate haze. There's never a flaky or rough particle resting on top of the skin.

2. NON-DRYING

New protective ingredients are "Air Spun" into the powder. These ingredients guard your skin against drying.

3. WARMER SHADES

The tints are actually air spun into the powder. Shades take on a warm, living *underglow*. It is sheer magic—particularly for skins that normally lack color.

4. "FRIENDLIER"

Chemists say that this smoother powder is "friendlier" to the skin. It clings ever so much longer.



Securing Extra Attention for Sales Information

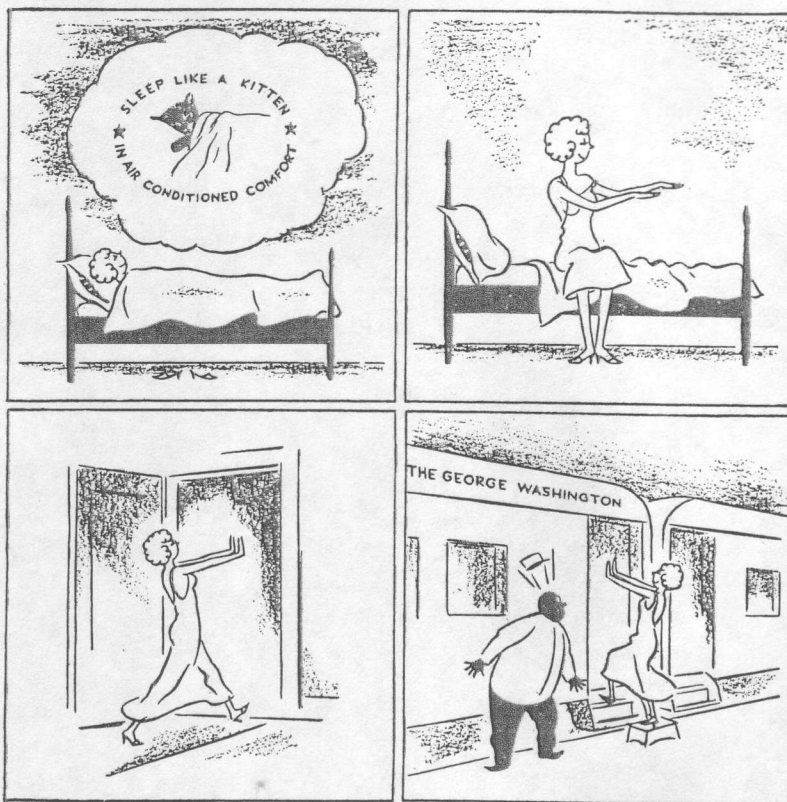
BEST-OBSERVED and best-read two-thirds page advertisement in a recent issue of *Time*.

For a long time the Chesapeake and Ohio Lines have been using the theme that you can "sleep like a kitten" when you travel in their sleeping cars. This advertisement is simply a continuation of that theme.

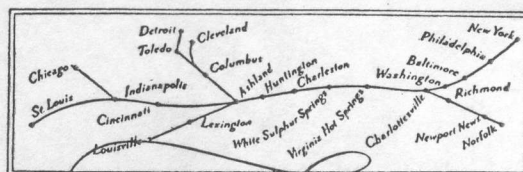
① This comic strip might be called "a story without words" because the adventure of a

sleep-walker who liked a Pullman berth better than her own bed is made clear almost entirely by pictures.

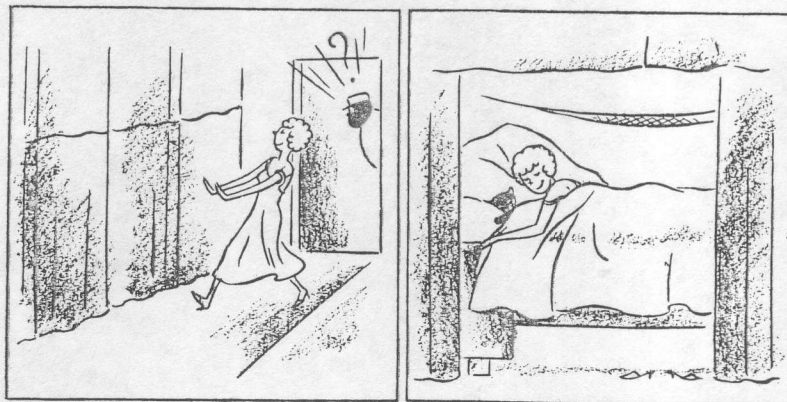
② Many ad men would have placed the name plate, map, etc. in the conventional position at the bottom of the page. Note how additional attention is secured for this sales information by placing it where the reader's eye has to pass through it in order to reach the last part of the comic strip.



The ticket agent of any railroad can route you on
THE GEORGE WASHINGTON • THE F. F. V.
 The finest fleet of genuinely air-conditioned trains in the world



George Washington's Railroad
CHESAPEAKE and OHIO
lines
 Original Predecessor Company Founded by George Washington in 1785



"A-L-L A-B-O-A-R-D The George Washington!"—ST. LOUIS—Union Station • CHICAGO—12th Street Central Station • LOUISVILLE—Central Station • INDIANAPOLIS—Union Station • CINCINNATI—Union Terminal • WASHINGTON—Union Station • PHILADELPHIA—Pennsylvania R. R. Stations • NEW YORK—Pennsylvania Station.

What Every Advertising Man Should Know

BEST-READ advertisement in a recent issue of *Collier's*.

① Pictures of brides almost always rank high as stoppers. In this picture there is not only a bride, but a human-interest situation built around her. Note how the man on the right, by looking directly into the camera, acts as an additional stopper.

③ Headlines like "What every (young man, wife, executive, boy, secretary, etc.) should

know" have always attracted readers. These headlines suggest that important information is contained in the copy.

② Paragraph Seven (top of center column of copy) is especially powerful. It says: "Yet every man who has fifteen years of earning power left—if he earns even a moderate income—can make a financial success of his life" The interest of many readers begins to lag when they get about half way through a piece of copy. But this paragraph contains enough promise to keep them reading clear to the end.



③ What every young bridegroom should know

1 YOU and the girl who has so bravely cast her lot with yours will now want many things. Children, a home of your own—these are important things.

You will want to educate your children. You will want to pay for your home. You will want financial success by the time your hair is gray. And these are costly things.

In your heart—and in hers—is a world of faith that you *will* have them.

But—and this is lesson number one—*faith isn't enough.*

Money is one of the most fugitive things in the world. And the will to accumulate it is seldom as strong as the desire.

You can see the truth of this all around you—in frustrated hopes, in people who have held financial independence in their two hands, and have let it slip through their fingers.

2 Yet every man who has fifteen years of earning power left—if he earns even a moderate income—can make a financial success of his life.

A representative of Investors Syndicate can show you just how this may be done.

He can show you how small sums of money put aside *regularly* will, through the power of compound interest, return to you at the end of fifteen years \$5,000, \$10,000, \$25,000 or more.

He can show you how this money will be protected during these years—by an institution which has mastered and will apply in your interest the best rules of finance as American history and financial experience have developed them.

Send for an Investors Syndicate representative at your earliest convenience. Let

him explain this plan of *Living Protection* to you. In the meantime, write Investors Syndicate, Dept. C66, Minneapolis, Minn. for “*A New Plan of Life*,” a booklet which points the way to financial independence.

INVESTORS SYNDICATE

Established 1894
Living Protection

Offices in 120 principal cities, including:
NEW YORK† • BOSTON • PITTSBURGH • CHICAGO
BIRMINGHAM • DETROIT • DALLAS • ST. LOUIS
KANSAS CITY • DENVER • SEATTLE • SAN FRANCISCO
TORONTO* • MONTREAL* • VANCOUVER*

Home Office: Minneapolis, Minn.
Affiliated Companies: †Investors Syndicate Title and Guaranty Company, New York. *Investors Syndicate, Ltd., Canada.

What Is the Secret of This Advertisement's Success?

THIS mail order advertisement has been successfully selling courses in Pelmanism for many years. It has been repeated time and again in a long list of publications and still retains its selling power.

In general, the advertisement divides itself into two simple elements: (a) a headline that stops people; (b) a piece of copy that is long enough and strong enough to do a complete selling job on those people after they have been stopped.

① This headline has many success qualities, as follows:

- (a) It appeals to the reader's self-interest. Men and women want to know how they can do what this man did.
- (b) It talks about money—a universal appeal. Furthermore, it mentions specific sums of money. This adds believability.
- (c) It promises quick results. Two years is not a long time when you consider the amount \$35,840. Also, the mention of two years instead of “a few years” or “a short time” is another specific figure which adds believability.
- (d) It appeals to the gambling instinct. And it informs the reader that the stakes are only 3¢. Who would not gamble with odds like that in his favor?
- (e) It suggests that the method is easy and therefore appeals to the lazy instinct. The

headline does not say, “I *worked* 2 years and *earned* \$35,840.” It says, “I *gambled* 3¢ and *won* \$35,840.”

② The subhead enlarges the appeal to include women as well as men. It also suggests that the copy is an interesting story.

③ The illustration shows an idealistic-appearing individual who looks as if he would tell the truth.

④ The copy has these qualities:

- (a) It is written in the first person and sounds as if the writer were having a personal, heart-to-heart talk with the reader.
- (b) It describes the unhappy lot of a \$40-a-week man. This makes many a reader say, “That’s me.”
- (c) It describes the big rewards which the man secured. This makes the reader say, “That’s what I want.”
- (d) It lists the names of famous people who have studied Pelmanism. This makes readers say, “It must be true.”

⑤ The coupon gives the reader a chance to act immediately.

PELMAN INSTITUTE, one page, black and white, various magazines.

"I GAMBLED 3¢ and WON¹ \$35,840 in 2 YEARS"

*A Story for Men and Women²
who are dissatisfied with themselves*

⁴ THIS is the story of a gamble—a 3c risk—which paid me a profit of \$35,840 in two years. I am not, and never was, a gambler by nature; in all probability I never would have taken the chance if more money was involved. So even if you, too, are against gambling, you will feel like risking three cents after you've read my story.

Some people believe I was lucky. Others think I am brilliant. But this sort of luck I had everyone can have. My type of brilliance is that of any average man.

Almost any \$40-a-week wage earner has as complete a mental equipment as I had two years ago. And he feels today just about the way I did then. For two years ago, I too, was in the \$40-a-week rut. My earnings were \$2,080 per year!

I was discontented, unhappy, I was not getting ahead. There didn't seem to be much hope in the future. I wanted to earn more money—a lot more money. I wanted to wear better clothes and have a car, and travel. I wanted to be on a par with people I then looked up to. I wanted to feel equal to them mentally and financially.

But it all seemed hopeless. I was beset with fears. I was afraid of losing my job. I was afraid of the future. I could see nothing ahead for myself and my wife and baby but a hard struggle. I would live and work and die—just one of the millions who slaved their lives away. I was irritable, easily annoyed, discouraged, "sore" at my fate and at the world. I could not think clearly. My mind was in a constant whirl. I was "scatterbrained." I had a thousand half-baked ideas to make more money, but acted on none of them.

The end of each year found me in about the same position as the beginning. The tiny increases in salary, grudgingly given to me, were just about enough to meet the rising cost of living. Rent was higher; clothes cost more; food was more expensive. It was necessary for me to earn more money. So once in a while I got a few dollars more. But it wasn't because of any great change in my ability.

Today I have an income of \$20,000 a year. That's exactly \$17,920 more than it was two years ago. A difference of \$35,840 in two years. My family has everything it needs



for its comfort and pleasure. My bank account is growing rapidly. I have my own home in the suburbs. I am respected by my neighbors, and I have won my wife and children's love as only the comforts and pleasures of life can do. When I am old I will not be a millstone around anyone's neck. My children will not have to support me.

I look forward to the future with confidence and without fear. I know that only improvement can come with the years. Once I wandered through life aimlessly, cringing, afraid. Today I have a definite goal and the will to reach it. I know I cannot be beaten. Once my discontent resulted in wishes. Today my slightest discontent results in action. Once I looked forward hopefully to a \$5 a week increase in salary. Today I look forward confidently to a \$100 a week increase in my earnings.

What magic was it that caused the change in my circumstances? How did I, a \$40-a-week clerk, change my whole life so remarkably? I can give you the answer in one word—Pelmanism. I gambled 3c on it. Yet without it, I might have continued in my old \$40-a-week rut for the rest of my life.

Pelmanism taught me how to think straight and true. It crystallized my scattered ideas. It focused my aim on one thing. It gave me the will power to carry out my ideas. It dispelled my fears. It improved my memory. It taught me how to concentrate—

how to observe keenly. Initiative, resourcefulness, organizing ability, forcefulness were a natural result. I stopped putting things off. Inertia disappeared. Mind-wandering and indecision were things of the past. With new allies on my side and old enemies beaten, there was nothing to hold me back.

I am writing this in appreciation of what Pelmanism did for me. I want other average men to gamble 3c as I did. For the cost of a postage stamp I sent for the booklet about Pelmanism, called "Scientific Mind Training." Reading that free book started me on my climb. I took no risk when I enrolled for the Course because of the Institute's guarantee. All I gambled was 3c and I am \$36,000 better off now than I would have been had I not written for the book about Pelmanism.

* * * *

The Pelman Institute will be glad to send a copy of "Scientific Mind Training" to any interested individual. This book is free. It explains Pelmanism. It tells what it does to the mind. It tells what Pelmanism has meant to others. For over 25 years Pelmanism has been helping people to happiness. Over 750,000 others have studied this remarkable science. Among those who have praised it are such great world figures as the late Jerome K. Jerome, the famous novelist, Sir Harry Lauder, Frank P. Walsh, Major Gen. Sir Frederick Maurice, Gen. Sir Robert Baden-Powell, H. R. H. Prince Charles of Sweden, and many others. Your whole life may be altered as a result of reading "Scientific Mind Training." Send the coupon. You have nothing to lose. If Pelmanism does not help you it costs you nothing. There is no obligation in mailing the coupon. No salesman will call on you. Decide for yourself what to do after you read the free book about Pelmanism. Mail the coupon NOW.

THE PELMAN INSTITUTE OF AMERICA
271 North Avenue, Dept. 407, New Rochelle, N. Y.

THE PELMAN INSTITUTE OF AMERICA
271 North Avenue, Dept. 407
New Rochelle, N. Y.

I want you to show me what Pelmanism has actually done for over 750,000 people. Please send me your free book, "Scientific Mind Training." This places me under no obligation whatever.

Name.....

Address.....

City..... State.....

⁵

Unconventional Use of Strip Technique

BEST-READ black-and-white advertisement in a recent issue of *True Story Magazine*.

① ② When ad men started using the comic strip technique, they produced strips which seemed to lag behind the regular comic sections in originality. Now the ad men are catching up, and in some cases they are going the regular comics one better. The large photo with conversation in balloons is actually Panel Number One of the strip underneath. This strip is not only unique in layout, but its combination of photo and line drawings is also unique.

Note how this particular situation of a woman

on a ladder is ideal for featuring stocking runs. And the theme "cut down stocking runs" is one which has universal appeal to women. In selling a product, it is better to base your appeal on a daily experience rather than on something which happens infrequently.

③ ④ "Quick and easy" is a time-tested appeal. The heading and copy here effectively present this appeal.

⑤ Here is a space-saving device. This advertiser exhibits his package, names his product, and states his sales message, all in one line.

LUX, one page, black and white, *True Story Magazine*.

MUMMIE, DO YOU HAVE TO WEAR OLD STOCKINGS 'ROUND THE HOUSE?

THESE AREN'T OLD, DEAR—SEEMS AS IF I'M ALWAYS GETTING RUNS

A FEW WEEKS LATER

NICE LOOKING STOCKINGS, HONEY, AND YOU SEEM TO HAVE PUT A STOPPER ON THE RUNS

YES, LITTLE BETTY GAVE ME THE LUCKY SECRET-LUX

RUNS DRIVE ME CRAZY—BUT WHAT CAN I DO?

IT SAYS HERE, WASHING WITH LUX CUTS DOWN RUNS BECAUSE IT SAVES E-L-A-S-T-I-C-I-T-Y

WELL, I'M GOING TO GET SOME AND TRY IT!

I SAW A FUNNY IN THE PAPER, MUMMIE, ABOUT CUTTING DOWN RUNS

THEN MRS. PLATT LEARNED ABOUT ELASTICITY AND NOW...

The easy 2-minute way to cut down RUNS

WHEN stockings go into runs too quickly, it's extravagant to throw them away—a nuisance to mend them—untidy to wear them around the house. So—why not cut down on runs the easy Lux way?

Lux preserves the elasticity

of silk . . . that "live" quality that lets stockings give without breaking into runs so often under sudden strains!

Cake-soap rubbing and soaps with harmful alkali weaken elasticity. Avoid them. Lux has no harmful alkali—it makes stockings wear so much longer!

5



saves stocking E-L-A-S-T-I-C-I-T-Y

How to Use Scare Copy

BEST-OBSERVED advertisement in a recent issue of *Collier's*.

② The most striking thing on this page is the trail of footprints which the man is leaving behind him. (In the magazine they were printed in bright red.) They act as a curiosity-arouser to those who are not familiar with the Absorbine Jr. story; and they convey an instantaneous message to those who have seen previous ads in this series.

① ③ The headline and the name plate carry a quick but complete message; namely, "Use

Absorbine Jr. for Athlete's Foot." The headline also serves to cast a shadow of reproach upon the man who spreads germs in the pathway of his associates. In other words, if a man won't get rid of Athlete's Foot for his own sake, he should do so for the sake of other people.

④ Note how the third paragraph in the copy uses the same approach as Listerine: "The trouble is, he himself does not know that he has Athlete's Foot. For the insidious thing about the disease is there is no pain at first." For years the Listerine ads have said, "The insidious thing about Halitosis is that you yourself never know you have it."

1 He walked in the locker room and spread Athlete's Foot

HE WAS A "CARRIER"★

HE'S one of the most popular men in the club—plays a beautiful game and sings a fair to middlin' tenor at the 19th hole.

But if the members only knew he was a carrier of Athlete's Foot, they'd give him a wide berth in the locker room and bath where his bare feet spread the infection.

4 The trouble is, he himself does not know that he has Athlete's Foot. For the insidious thing about the disease is there is no pain at first, no distressing symptom to warn of infection and pain to follow.

Look for red, itching skin

Even now you may be infected yourself and not know it. Don't be a carrier—to your friends at the club, to your own family, spreading infection in your own spotless bathroom. For your own sake, as well as others, examine the skin between your toes. If you note the slightest redness, take action at once with cooling, soothing Absorbine Jr. Or else tiny, itching blisters may appear. Often there comes excessive moisture; white, dead-looking skin; painful peeling; broken skin, raw distressing tissues.

Absorbine Jr. soothes and heals

Laboratory tests show that Absorbine Jr. kills the fungus that causes Athlete's Foot, when reached. Use this fine old remedy constantly during the summer when this scourge is at its height. Douse it on at the first symptom. Better still, whenever you have tread barefoot—on the beach, in the clubhouse, *anywhere*—an application of Absorbine Jr. is wise precaution.

Keep a bottle at the club as well as at home. Take Absorbine Jr. with you on your vacation or when you travel. For the fungus is hard to destroy. In extreme cases, see your doctor in addition to Absorbine Jr. treatment. So difficult is the disease, your own socks may reinfect you unless they have been boiled 20 minutes.

Don't buy something "just as good"

Absorbine Jr. soothes raw tissues pleasantly and aids in healing them. It is economical to use because it takes so little to bring relief. Beware of cheap imitations. Unknown substitutes may not only be ineffective, but actually dangerous to your condition. At all druggists, \$1.25 a bottle, or try it at our expense. Write for a generous sample to W. F. Young, Inc., 357 Lyman Street, Springfield, Massachusetts.

"CARRIER" is the medical term for a person who carries infection. People infected with Athlete's Foot are "carriers." And at least one-half of all adults suffer from it at some time according to the U. S. Public Health Service. They spread the disease wherever they tread barefoot—on shower and locker-room floors, on beach walks and in bath houses, on the edges of swimming pools, even on your own bathroom floor. Don't be a carrier. Don't take chances. Get rid of Athlete's Foot with cooling, soothing, healing Absorbine Jr.



ABSORBINE JR.

Relieves sore muscles, muscular aches, bruises, sprains
and sunburn



3

Dramatizing a Familiar Situation

BEST-OBSERVED half-page advertisement in a recent issue of *Collier's*.

① The headline is brief and dramatic. Also, the change in pace from large script lettering to roman capital letters gives this headline style and snap.

② This action photo ties up with the action headline. And there is human interest here. The girl has only thirty seconds to make the train, and yet her expression is calm.

③ ④ These pictures and descriptions and

prices are the part of the copy that is read with greatest interest by real prospects. Surveys show that prices, even though they appear in small type, are read by large numbers of people.

Note how the name Hamilton is placed close to the pictures of the watches. This helps to make a tie-up between Hamilton and handsome watches in the mind of everyone who glances at this advertisement.

Incidentally, this advertisement is "timely," not only because it talks about timepieces, but because it appeared in the summer vacation season, when more people than usual are thinking about catching trains.

30 seconds ¹

TO MAKE IT!

SHE has no fear, for her Hamilton tells her *to the second* how much time she has before the wheels of her train begin to roll. Thus from one end of the land to the other, from thousands of terminals and wayside stations, commuting trains and famous "limiteds" leave and arrive **ON HAMILTON TIME.**

Transportation today is a marvel of accurate timing—truly. Yet it's a marvel matched in nearly every phase of modern life. Today you'll find "the watch of railroad accuracy" on the wrist of the transport pilot, of the program director in the radio studio, of the scientist in the laboratory.

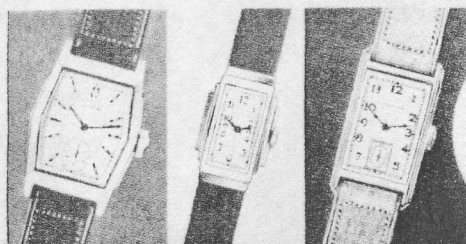
And, we might well add, on the slender wrist of mademoiselle as she enters her box at the opera. For the new Hamiltons are as beautiful to see as they are dependable to live by. You'll find Hamiltons in every style you could wish—for men and women—from \$37.50 to \$1000. Illustrated folder upon request. Hamilton Watch Company, 840 Columbia Ave., Lancaster, Pennsylvania.

LEFT TO RIGHT

TURNER. 17 jewels. 10k filled gold, white or natural yellow. With applied gold marker dial (shown), \$40. With smart black enamel dial, price, \$37.50.

GAIL. A Hamilton to fit modest purses. 17 jewels. 10k filled gold, white or natural yellow. Silk ribbon, \$37.50. With filled gold bracelet . . . \$40.00.

SHERWOOD. 19 jewels. 14k solid natural yellow gold. Case curved to wrist. Inlaid black enamel dial, \$75. Applied gold numeral dial (shown), \$77.50.



HAMILTON
the Watch of Railroad Accuracy

(ABOVE) Round watches are "it" today, and this is the little lady that started it all—the Hamilton **ALCOTT.** The **ALCOTT** has 17 jewels, a case of 14k filled gold, white or natural yellow. With a silk (shown) or leather cord, \$52.50. With a filled gold bracelet . . . \$55.

⁴

This Advertisement Started a New School

THIS advertisement appeared in 1932 and started a new school. The Hormel Company was the first of more than forty manufacturers to use the appeal "DOUBLE your money back if you are not satisfied."

At first there was a good deal of apprehension regarding this advertisement, because times were hard in 1932 and many people were hungry. It was feared that thousands would try to make money by purchasing soup and then asking for double their money back. This simply did not

happen. The advertisements were tested in small cities at first, and then in larger cities. During a six-week campaign in Chicago, only twelve women asked for double their money back.

Sales results from campaigns using this appeal have been highly satisfactory. The reasons for the success of the idea are: (a) the headline is a stopper—an intriguing idea; (b) the offer of "double your money back" is proof of confidence on the part of the manufacturer that his product measures up to high standards of quality.

HORMEL SOUP, various sizes, black and white, newspapers.



DOUBLE YOUR MONEY BACK

...if you don't say this **NEW Home-Style Vegetable Soup**
is the most delicious you ever bought

THE OFFER Friday and Saturday Only

Go to your nearest food store. Pay the regular price of 15c for one big 20 oz. container of Hormel Flavor-Sealed Vegetable Soup. Serve it, following instructions on the label. If you don't agree that it's the best vegetable soup you ever bought, return the empty container to your grocer... who is authorized to pay you back **TWICE** what you paid.

WE want tasters!...ALL KINDS! Husbands who are stand-offish about soup. Children who rebel at vegetables. Women who take pride in their own vegetable soup.

We honestly think that by our method of pressure cooking in vacuum containers we have developed a home-style, fresh flavored vegetable soup that is more delicious than any you ever tasted.

Every Can is its Own Soup Kettle

Fifteen crisp, tasty vegetables are cooked inside individual vacuum containers. All their appetizing aroma—every whiff of flavor is held within the soup. They're cooked thoroughly. But not so long that they become pulpy and tasteless. Peas stay sweet and juicy. Carrots crisp. Beans solid. Tomatoes, firm and red.

To give you some idea of how astonishingly good this soup is, we make this extraordinary offer:—

Go or send to your food store today. Pay 15c for a container of this delicious Hormel Flavor-Sealed Vegetable Soup. Serve it, following instructions. You don't need to weaken the delicious flavor of this soup, by adding water to get enough portions to go around.

Try it today! Then, if you don't agree that it is the most delicious vegetable soup you've ever bought, return the container to your grocer. He'll give you back twice what you paid if you fail to taste the amazing difference.

HORMEL *Flavor Sealed* VEGETABLE SOUP

At Your Nearest Food Store

Using Advertising to Promote a Great Cause

THIS advertisement is one of the most effective inquiry producers that World Peaceways, Inc., has published. At peak it brought in 5000 inquiries a day for five days.

World Peaceways is a non-profit organization that publishes advertisements whose aim is to prevent future wars by showing people the horrors of war. The organization solicits contributions, and this money is used to continue the campaign against war. Publications contribute space, and advertising men donate their work. Twelve million reprints of advertisements were distributed among members of church organizations in one year. And letters from abroad indicate that advertisements of World Peaceways have been circulated in forty-seven countries.

The headlines of some of the other advertisements are:

"The Corn-fed Kid from the West"

(showing a skeleton with trench hat and gun).

"The Children Who Will Not Come Home from School"

(showing children at play in the shadow of an air raid).

"If He's Lucky, a Million Men Will Die"

(showing a scientist in his laboratory, working to develop a more deadly poison gas).

The advertisement shown at the right was printed in full color and the headline appeared in bright red. The reason for its pulling power is obvious. It shocks the reader. It makes him wonder what can be the explanation of this startling message. He has to read the copy to find out. In reading the copy he comes upon an invitation to write to World Peaceways, Inc.

WORLD PEACEWAYS, INC., one page, four colors, *Fortune*.

He's going to grow up to go to war?

No—he's never going to grow up at all. If another war comes, he and his mother and thousands upon thousands like them are going to "die in action."

"Impossible!" you say. "They're non-combatants." Don't be silly—there'll be no such thing as non-combatants in the next war.

Wide-cruising submarines, and bombing planes will laugh at front lines. Gas—gas so powerful that one drop on your skin will kill you—will not be particular whose skin it touches. There will be no haven, no sanctuary, no safety. *Every one* will suffer.

And for what? *Glory*—where was it in the last war?

Victory—where was it in the last peace?

With that cruel lesson still fresh in mind, is another war to be forced upon

us—a war infinitely more horrible, more futile, and more lasting in its harm than the last?

That is for you to decide!

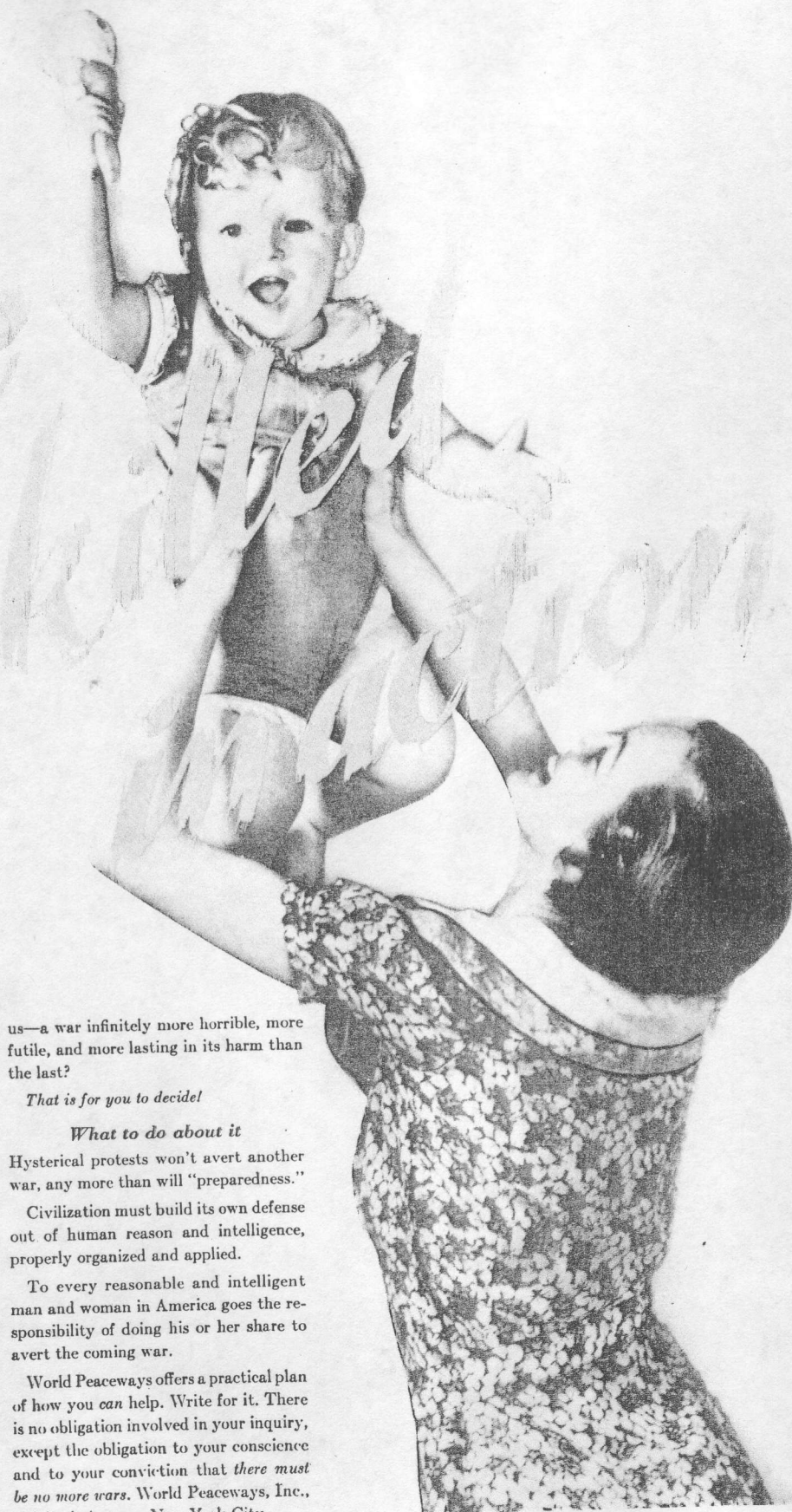
What to do about it

Hysterical protests won't avert another war, any more than will "preparedness."

Civilization must build its own defense out of human reason and intelligence, properly organized and applied.

To every reasonable and intelligent man and woman in America goes the responsibility of doing his or her share to avert the coming war.

World Peaceways offers a practical plan of how you *can* help. Write for it. There is no obligation involved in your inquiry, except the obligation to your conscience and to your conviction that *there must be no more wars*. World Peaceways, Inc., 103 Park Avenue, New York City.



Using Space Advertising to Increase the Effectiveness of Radio Advertising

BEST-OBSERVED and second-best-read advertisement in a recent issue of *The Saturday Evening Post*.

① Pictures of screen stars are always good stoppers. So are pictures of radio and stage stars. Eddie Cantor has made himself famous in all of these branches of entertainment—screen, radio, and stage. Hence, his photograph is in a class by itself as an attention-getter.

② People are always interested in news, and a

big feature of this advertisement is the news which is displayed on the placard that Eddie Cantor is carrying.

③ Note the interesting way in which the two Scotties (Texaco Mascots) have been brought into the picture. This helps to identify the product.

An advertisement like this can greatly increase the effectiveness of radio advertising by increasing the number of listeners.

TEXACO, one page, black and white, *The Saturday Evening Post*.



EVERY
SUNDAY NIGHT
COLUMBIA NETWORK
8:30 P.M. EASTERN
STANDARD
7:30 P.M. CENTRAL
STANDARD
9:00 P.M. MOUNTAIN
STANDARD
8:00 P.M. PACIFIC
STANDARD

and

PARKYAKARKUS ☆

—The blundering "Greek gentleman" who so skillfully helps with the comedy

BOBBY BREEN ☆

—The 8 year old singing star who has scored such a hit in radio and movies

JACQUES RENARD ☆

—whose lively music and refreshing arrangements are popular everywhere

JIMMY WALLINGTON ☆

—selected by the public as Radio's No. 1 announcer in many national contests

Presented by dealers from coast to coast who serve you with Texaco **FIRE-CHIEF** gasoline and other Texaco products

How to Build Prestige

BEST-OBSERVED color advertisement in a recent issue of *The Saturday Evening Post*.

As a rule, automobile advertisements do not rank as high in reading or observation as advertisements for articles of frequent purchase such as cigarettes, soap, coffee, etc. However, this automobile advertisement *did* rank high, which makes its record all the more outstanding.

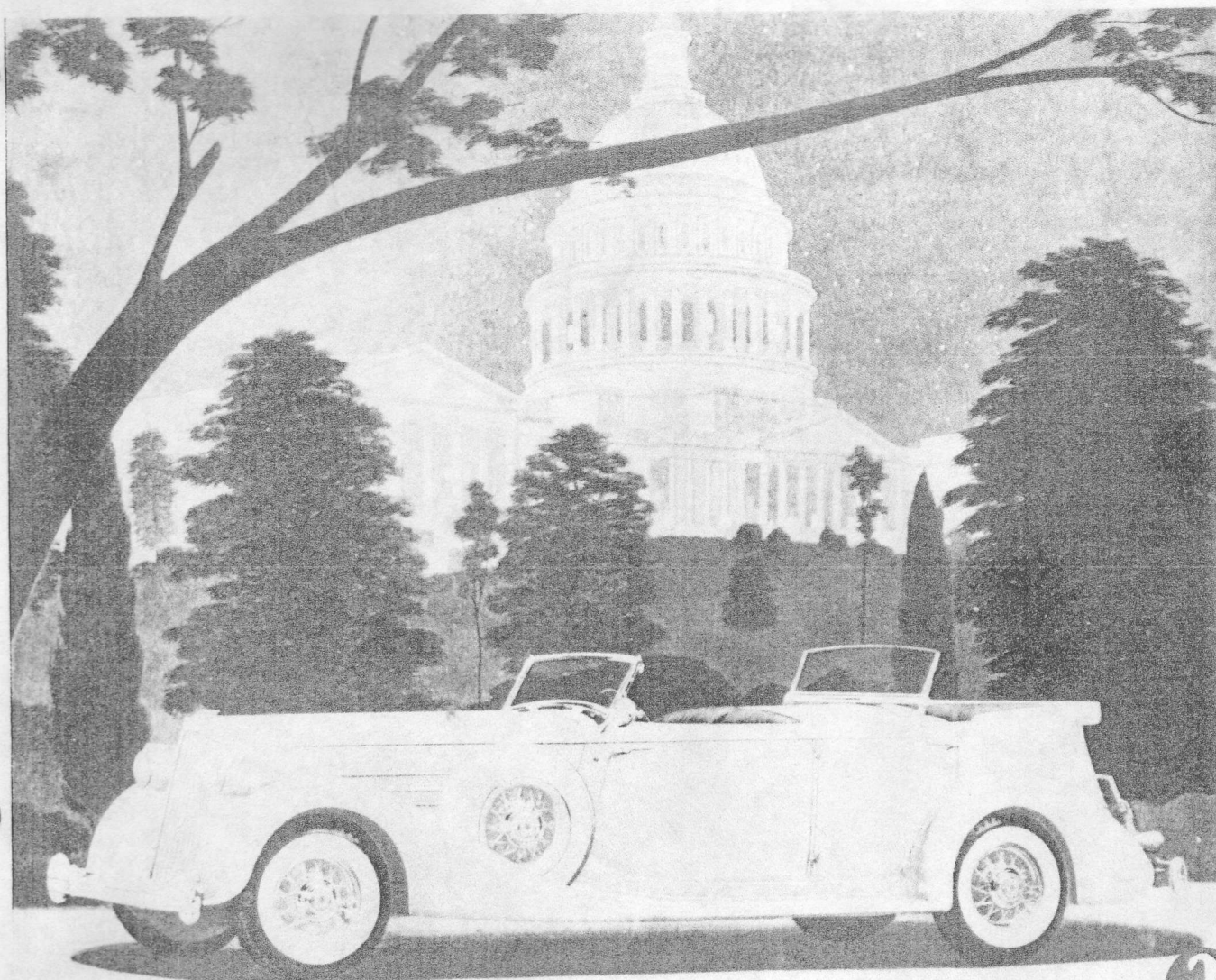
② Of course, 70 per cent or more of the stopping power of this page is due to the large and handsome illustration. The car was pictured in bright yellow, and the background of trees and the Capitol building and sky were done in beautiful pastel shades of green and blue. The picture of the Capitol is an important part of the appeal of

this picture. It gives prestige. Again and again art directors have made plain objects look handsome, and handsome objects look even more handsome by means of background. For example, rather plain-looking mail order books have been "dressed up" by photographing them alongside of a vase of flowers or a piece of statuary.

① The headline has selling power and at the same time has a classical sound that fits in with the illustration.

③ A number of advertisers have improved the appearance of the name plate by boxing it, like this, instead of stretching it clear across the bottom of the page.

PACKARD, one page, four colors, *The Saturday Evening Post*.



2

The 1936 Packard Twelve Sport Phaeton

1

A testimonial that has been lived, not written

IN the course of its thirty-six years of life, Packard has received many thousands of testimonials from delighted owners.

Yet Packard's most impressive testimonial is one that has been written, not in ink, but in the *lives* of owners. It is the record of a constantly growing roster of distinguished American families who have owned Packards continuously for 21 years or longer.

Such a record of owner-loyalty—a record, we believe, unmatched in the industry—speaks for itself of Packard's ability to produce cars that are always ahead of the field. It tells of a margin of superiority that is wider than ever today in the greatest Packards of all—the new Packards for 1936.

But the loyalty of Packard owners is only one

of the living testimonials to this great car. Today, among the larger fine cars, Packard leads in registrations in every one of the 48 states. During the past year, America purchased almost as many large Packards as it did *all other fine cars combined*. And during this same time, Packard exported *more* large fine cars than any *three* other makes combined.

Equally impressive is the testimonial given to the new, lower-priced Packard 120. In its first year of existence, this newest member of the Packard family was awarded first place in registrations among cars in its price class.

The beautiful new Packards for 1936—the finest and most luxurious cars in Packard's history—are awaiting your inspection at your Packard dealer's.

When you see them, when you drive them, when you measure them against any other cars 1936 can offer you, we are confident you will vote them the greatest motor cars the world has ever seen.

3

PACKARD

Eight · Super Eight · Twelve

Packard 120

ASK THE MAN WHO OWNS ONE

Telling a Story at a Glance

BEST-OBSERVED two-thirds page advertisement in a recent issue of *Good Housekeeping*.

Most manufacturers tell in words what their product does for you. A few fortunate ones have products whose virtues can be *shown* in photographs. This advertisement is a stopper because it combines both methods.

① The headline, in few words, conveys an important message to women: (a) better appearance, and (b) quick results.

② The result of using the product is shown in photographs by the "before and after" method.

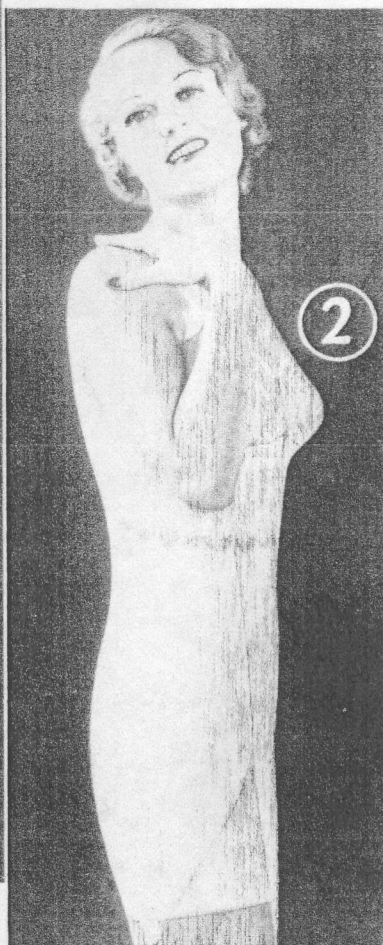
The message is therefore: (a) instantaneous, (b) interesting, (c) believable.

③ ④ The reader is given an opportunity to act immediately, either by telephone or coupon.

④ The coupon gives the reader an opportunity to indicate her special interest. This makes it possible to mail sales literature specially designed for each type of prospect.

⑤ This paragraph secures replies from women who may be trained to sell corsets to other women in their communities.

"I lost that ugly bulge
in 2 minutes" **1**



SHE had given too little thought to keeping her figure young. As soon as a Spencer was designed to lift and support fatigued muscles, the abdominal bulge disappeared and her figure lines were restored to their natural slim loveliness. "Why", she exclaimed, "I lost that ugly bulge in two minutes."

Have a Spencer designed to lift tired, sagging muscles and your bulges will vanish. Your Spencer corset and bandeau will effectively correct figure faults because every section, every line is individually designed and made to solve your figure problem at yours only. Spencers are lighter and more flexible than ordinary corsets and yet every Spencer is guaranteed to keep its lovely lines as long as it is worn!

Have a figure analysis—free

Have you ever had a Spencer Corsetiere make a study of your figure? At any time most convenient for you an intelligent woman, trained in the Spencer designer's methods of figure analysis, will call at your home. Do not delay. A study of your figure will cost you nothing. Stop experimenting. Prices depend on materials selected. A wide range to suit every purse.

Send for interesting free booklet "What Figure Fault Is Yours?"

Look in your telephone book under "Spencer Corsetiere" or send us the coupon below for a booklet and a free analysis of your figure. This will not obligate you in any way.

Write Anne Spencer for advice FREE

© 1936, Spencer Corset Co., Inc.

May, 1936

If some special figure fault troubles you, check it on the figure at right.



Anne Spencer,
Spencer Corset Co., Inc.,
139 Derby Avenue,
New Haven, Connecticut.
Canada: Rock Island, Quebec.
Great Britain: 96 Regent St., W. I., London.

Name _____

Address _____

Do You Want to Make Money?

If you are a business woman, or would like to be one, let us train you to become a Spencer Corsetiere. Check here **5**

SPENCER *INDIVIDUALLY DESIGNED* **CORSETS**

Right and Wrong Ways to Write Headlines

ADVERTISEMENTS like this have been successful in selling large quantities of United States Savings Bonds. For example, a publisher's report states that a series of four advertisements in one magazine resulted in directly traceable sales of \$293,000 worth of the bonds. Total space cost was \$7200.

① The man who wrote this advertisement had an advantage which no other ad man can have in the same degree. He did not have to use testimonials to prove the financial soundness of his client. He had the ready-made confidence of his readers that no securities can be safer than United States Bonds. The fact that this ad man realized his advantage is shown in his choice of the main headline. He did not use a would-be "clever heading" such as "Save with Uncle Sam."

He did not use a claim such as "Safe as the Rock of Gibraltar." He simply said the strongest thing he could say: "United States Savings Bonds" . . . and then in smaller type, "Direct obligations of the United States Government."

②③ The subhead and the picture attractively illustrate one of the important uses of the bonds.

④ Second only to the headline in importance is this lengthy piece of copy, which answers all important questions about the bonds clearly and without frills.

⑤ This coupon is worded to take care of two kinds of prospect: (a) those who want to see further literature, and (b) those who want to order immediately.

U. S. TREASURY, one page, black and white, various magazines.

UNITED STATES SAVINGS BONDS

DIRECT OBLIGATIONS OF THE UNITED STATES GOVERNMENT

1

2 Systematic Savings now will provide funds for College in 10 years

Regular investments in United States Savings Bonds are a sure way to provide funds for a College Education, starting in 10 years. An interesting fact for parents is that, on the present basis they need invest only \$75 now to provide each \$100 needed then. \$750 invested annually for four successive years will return \$1000 starting in 10 years, for four college years.

But whether you save: TO EDUCATE CHILDREN...FOR A RETIREMENT FUND...TO TAKE CARE OF DEPENDENTS...FOR A CASH ESTATE...OR TO ACCUMULATE FUNDS FOR TRAVEL AND RECREATION...consider the many desirable features of these bonds as outlined in the "Quick Facts" below.

By saving systematically you can provide funds you will need for future plans. Select from this table the Systematic Savings program that is best suited to you.

Amount You Invest Each Month for 120 Months	Maturity Value in 120 Months	Payable Each Month, for 120 Months, Starting in 10 Years
\$18.75.....	\$3,000.....	\$25.00
\$37.50.....	\$6,000.....	\$50.00
\$75.00.....	\$12,000.....	\$100.00
\$93.75.....	\$15,000.....	\$125.00
\$187.50.....	\$30,000.....	\$250.00
\$375.00.....	\$60,000.....	\$500.00

QUICK FACTS ABOUT UNITED STATES SAVINGS BONDS

THEY ARE DIRECT OBLIGATIONS OF THE GOVERNMENT.

YOUR INVESTMENT WILL INCREASE 33 1/3% IF HELD FOR 10 YEARS. Bonds are available in the denominations shown in the coupon.

INTEREST ACCRUES AT THE RATE OF 2.9% PER ANNUM COMPOUNDED SEMIANNUALLY provided the bond is held to maturity.

MAY BE REDEEMED IN CASH after 60 days from issue date, in whole or in part.

FREE FROM PRICE FLUCTUATION. The fixed cash redemption values, which never are less than the purchase price, are printed on the face of each bond.

OWNERSHIP. They may be registered in the name of individuals, coowners, trustees, banks, corporations, or any other legal entity.

OWNERSHIP BY TWO PERSONS. They may be registered in the names of two (but not

more than two) individuals. Such bonds may be redeemed by either person named as coowner.

BENEFICIARY CAN BE NAMED. You may register your bond with the name of a beneficiary to whom, on request, your bond will be payable or reissued in the event of your death.

PROTECTION AGAINST LOSS. Should your bond be lost or destroyed, a duplicate will be issued upon proof of loss and proper indemnity.

TAX EXEMPT both as to principal and interest to the same extent of other Treasury bonds, as more fully defined in Treasury Circular No. 554.

\$10,000 MAXIMUM IN ONE YEAR. It is permissible under the law authorizing these bonds that \$10,000 (but not more than \$10,000) maturity value, issued during any one calendar year, (Jan. 1 to Dec. 31) may be held by any one person. An additional \$10,000 maturity value issued during each or any subsequent calendar year may be so held.



3



The Treasury Department has inaugurated the Regular Purchase Plan to facilitate systematic purchases by investors who wish to buy these bonds each week, each month or at other fixed intervals. Your request, using coupon below, will bring complete details.



FOR SALE AT POST OFFICES OR, IF YOU PREFER, ORDER BY MAIL

TREASURER OF THE UNITED STATES, DEPT. 903, WASHINGTON, D. C.

☐ Please send me without obligation, your Regular Purchase Plan and forms for my consideration and optional use.

☐ Send me the following bonds for which I enclose check, draft, or money order.

NUMBER

... \$25 United States Savings Bonds at \$18.75 \$.....
... \$50 United States Savings Bonds at \$37.50 \$.....
... \$100 United States Savings Bonds at \$75.00 \$.....
... \$500 United States Savings Bonds at \$375.00 \$.....
... \$1000 United States Savings Bonds at \$750.00 \$.....
Total \$.....

5

Register in the name of and send to { Name _____
Street Address _____
City _____ State _____

Make all checks payable to Treasurer of the United States.

Why This Ad Doesn't Need a Large Name Plate

BEST-OBSERVED half-page ad in a recent issue of *The Saturday Evening Post*.

① One of the best eye-catchers is a photograph of a face looking at you. This advertisement contains a number of such faces, and every one of them is made as large as the space allows.

Timeliness is an important element here. This advertisement appeared just before Christmas.

② A headline set to music is unusual.

③ The name plate is small. But the Telephone Company does not need as large a name plate as a manufacturer who is trying to outdo his competitors, because there is only one Telephone Company. If this advertisement sells you the idea of calling up friends or relatives on Christmas, you will have to use the Bell System.

In general, note that this is one of those advertisements which gain stopping power by their blackness against a white background—by sheer weight of ink on the page.

1

#4/4

Should auld acquaintance

2

be forgot?

THE best of friends must part . . . but separation need not mean the end of friendship. At this holiday time especially, let your telephone bridge the miles between. It's quick, convenient and, above all, personal. It's inexpensive too. Rates on station-to-station and person-to-person calls to most points are reduced after seven o'clock every evening and all day Sunday.

3



Securing Orders at Low Cost

THIS advertisement was outstandingly successful in producing mail order sales.

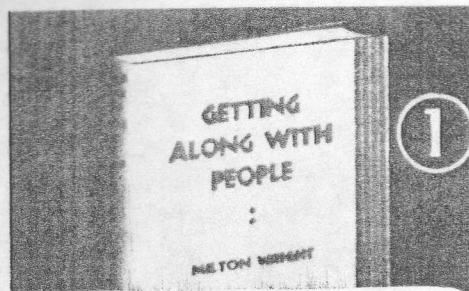
① ③ The man who prepared the copy realized that the title "Getting Along with People" was more than just a name for the book—it was also a powerful sales talk in four words. Therefore, the featuring of the title in both illustration and headline was the logical thing to do.

④ This panel features important sales material; namely, the price, the number of pages, and proof that the book is successful ("Already in its 7th Printing").

⑤ ⑥ These two panels attractively present quick facts about the contents of the book. The facts are all built on the time-tested theme—"what the book will do for you."

⑦ The coupon gives the prospect an opportunity to examine the book free. To those who are willing to send money with their orders, the coupon offers this inducement, "We pay postage on orders accompanied by remittance."

② ③ ④ ⑤ ⑥ In general, note that this advertisement follows the "scattered copy" type of layout which mail order advertisers have proved good by sales results over a period of many years. This ad might have used only one headline, but actually it uses two. The copy might have been set solid, but instead it is broken up with sub-heads and panels. The information in the various panels might have been all put into one large panel, but actually three panels are used. This method may not make a smooth, artistic layout, but it does make an interesting, readable, eye-catching and sales-producing layout.



Do people like you *instinctively?*

Do you want to impress them favorably, get along well with them, influence and lead them? Today, to be successful in almost any field, you must know how to deal with people—you must be able to win their friendship, their respect and their cooperation.

Now there is a new book that shows you how to acquire this ability. Sound and practical, this book deals with the sort of problems in meeting and handling people that *you face*—gives plain methods and suggestions that will fit into *your* experiences with people—shows *how* to make your contacts smoother, pleasanter, *more* resultful.

Milton Wright's

GETTING ALONG WITH PEOPLE

Already
in its
7th
Printing
310 pages, \$2.50

THROUGHOUT the ages there have been men who understood and used the art of getting along with people to achieve their ambitions. Psychologists have added to the knowledge of how and why people react in certain ways to certain approaches. Now comes Milton Wright, kneading together the practical and the scientific, giving us a stimulating, helpful guide on the technique of human relationships.

A key to success in handling others

Getting Along With People tells you precisely what to do and say, and why you should do it, to secure the results you want in countless situations, in business and social life, in everyday contacts, and in important situations with a major bearing on your life and happiness. Examples from the author's own experience, observations and investigation liberally illustrate the points he makes.

To make the book still more helpful, Milton Wright appends to each chapter a list of stimulating questions which will come up in your everyday contacts. He also gives you a number of practical problems and then helps you solve them.

Easy to understand and apply

Within a short time after you open this book you will begin to look forward with more enjoyment to meeting and dealing with people. Milton Wright uses a simple, direct style, with graphic examples to illustrate his points. It will not take you long to grasp his fundamental ideas, and with the aid of the typical problems he helps you work out, to improve your contacts with others and to benefit from this new freedom of association.

Gain your ends in personal relations by learning:

- how to read character
- why people will like you
- how to adapt yourself to the other fellow
- how to attract attention
- how to establish right relations
- how to build reputation
- how to use suggestion
- when to bluff, to reason, to use humor
- how to say no
- how to become a leader

Take advantage of this help now

See the book for 10 days FREE

Do you want . . .

- to be a good mixer?
- to feel at ease in any company?
- to make contacts easier?
- to really enjoy your association with others?
- to handle people effectively?
- to have your opinions respected?
- to be looked to for leadership?

You will have a real key to these priceless assets in the art of living when you have seen this book. Act now to make these powers yours. Send the coupon today.

Send no money
JUST MAIL
THIS COUPON
NOW

Send for this book for 10 days' examination on approval. No obligation. You merely agree to return the book at the end of the examination period or to pay for it then. We believe you will gain immeasurably in your dealings with others if you practice the suggestions given in this book. See for yourself. Mail the coupon today.

ON-APPROVAL COUPON

McGraw-Hill Book Company, Inc. | or | To Your Bookstore
334 West 42nd St., New York City

Send me Wright's *Getting Along with People* for 10 days' examination on approval. In 10 days I will send \$2.50, plus a few cents postage, or return book postpaid. (We pay postage on orders accompanied by remittance.)

Name

Address

City and State

Position

Company

(Book sent on approval in U. S. and Canada only.)

Recipe for Getting a Large Number of Contest Entries

GENERAL MILLS, INC., makers of Softasilk Flour, Gold Medal Flour, and other products, have run a large number of successful contests. Practically all of these have followed the pattern shown in this advertisement.

① The headline offers a large amount of cash free. Experience has shown that cash is the most attractive offer that can be made.

② The contest is easy and as much fun as a game.

③ The entry blank is printed right in the advertisement. All you have to do is to fill it in, tear it out, and mail it.

④ Proof of purchase of the product is required in the form of a box top. This insures buying of the product by contestants.

GENERAL MILLS, INC., one page, four colors, various magazines.

Betty Crocker WILL GIVE \$2,500 IN CASH FREE!



FOR WRITING LAST LINES FOR THIS LIMERICK

SIMPLY WRITE A LAST LINE
Use Entry Blank Below

Mary's cakes filled her heart with distress,
Some were good—some were simply a mess.

Then the Softasilk way,
She discovered one day—

GRAND FIRST PRIZE

\$1,500 CASH

568 CASH PRIZES IN ALL

2nd PRIZE . . . \$250.00

3rd PRIZE . . . 100.00

5 PRIZES . . \$10.00 Each

10 PRIZES . . 5.00 Each

550 PRIZES . 1.00 Each

DUPLICATE PRIZES
FOR GROCERS

CONTEST CLOSES MIDNIGHT, MONDAY, SEPTEMBER 30, 1935—ACT NOW—USE ENTRY BLANK BELOW

A Contest For Housewives Who Want Cash Quick!

Purpose of Contest to Acquaint More Women With This New and Amazing Cake Flour—Softasilk—Regarding Which Betty Crocker Says: "If you try my Softasilk method I will make you a better cake maker, according to the 8 contest-winning points, or I'll refund you DOUBLE the money you paid for Softasilk."

By Betty Crocker

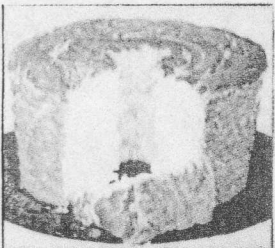
DEAR FRIEND: The minute or so it takes to write a last line for this simple Limerick may bring you \$1,500 cash, or one of 567 other cash prizes.

You see, the reason I'm offering this big cash prize money is to get more women to accept my amazing challenge on Softasilk Cake Flour. Here it is:

If you'll try my Softasilk method I guarantee to make you a better cake maker on the 8 contest-winning points, or I'll refund you DOUBLE the money you spent for Softasilk Cake Flour.

You can't lose—and the chances are you'll improve your cake baking amazingly!

For my Softasilk method not only overcomes the faults of cake made with ordinary flour—toughness, coarseness, heaviness—but also over-



The Softasilk method is scientifically designed to win the 8 usual State and County Fair Contest-Judging Points for cakes. These points are: 1. Appearance; 2. Volume in proportion to ingredients used; 3. Evenly browned crust; 4. Symmetry in shape; 5. Texture; 6. Flavor; 7. Lightness and tenderness; 8. Retention of moisture.



HOW TO WRITE LAST LINES THAT WIN PRIZES



As the first four lines of the limerick point out, Mary was having trouble making cakes. Some of her cakes were good, but others were bad. Presumably she was using some other cake flour than Softasilk, and although the cake flour had some good points, it could not guarantee her a perfect cake every time.

Then she tried Softasilk. What did she discover? Did her cakes turn out the same as before? Did her husband note any difference? Was she surprised? Make the last word in your last line rhyme with the last word in the first two lines. For example: "Now her cakes are prize winners—no less."

comes the faults of less modern cake flours—loss of moisture, lack of flavor.

So I urge you to act at once! First, get a package of Softasilk Cake Flour from your grocer, and enter this amazingly easy contest as explained in the entry blank at the right. Second, follow my Softasilk method by making any cake listed on the Softasilk package, with Softasilk and according to the recipe given on the box. Compare it with any other similar cake made with your own recipe and any other brand of cake flour. Then, if you are not 100% convinced my new way is better, simply tear off the top of the Softasilk package, write on the back of it what you paid for Softasilk, together with your name and address, and mail it to me personally at the address below. I will send you exactly twice the amount you spent for Softasilk. Don't delay! Act at once before contest closes!

GOLD MEDAL FOODS, INCORPORATED
of Corp. 1935, by
General Mills, Inc.,
GENERAL MILLS, INC., MINNEAPOLIS



WHEN YOU BAKE CAKE AT HOME, USE SOFTASILK. . . BUT REMEMBER, THE EASIEST WAY TO GET A DELICIOUS CAKE FOR YOUR FAMILY IS TO ORDER ONE FROM YOUR BAKER DIRECT, OR THROUGH YOUR GROCER. YOUR BAKER, WITH TRULY PROFESSIONAL SKILL, MAGICALLY TRANSFORMS WHEAT, "THE STAFF OF LIFE," INTO TASTY, APPETIZING, WHOLESOME, MEALTIME DELIGHTS.

ALMOST THREW \$1,000 AWAY BY THINKING SHE COULDN'T WIN
Mrs. J. F. McKay, winner of Betty Crocker's last Limerick Contest



Dear Betty Crocker: I was the most astonished person in the world when I got my check for \$1,000 in your wonderful Limerick Contest. I was just on the point of not sending in my last line at all, because I thought it was so simple it couldn't possibly win. Just think, I almost threw \$1,000 away! But I sent it in anyway, and you can imagine how surprised I was when I really did win and got the money. Thanking you again, I am, Very truly yours,
Mrs. J. F. McKay, 3300 Beechwood Ave., Cleveland Heights, Ohio.

ENTRY BLANK Must be Postmarked on or Before Midnight, Monday, September 30, 1935

CONTEST RULES:

1. Write clearly or print the last line for the limerick printed in the entry blank below together with your name and address.
2. A box-top from a package of Softasilk must be sent with the last line you enter to make it eligible to win. Write on the back of the box-top the name and address of your grocer. You may enter as many last lines as you want to. Get extra entry blanks at your grocer's—or write each additional last line on one side of a plain sheet of paper. Write also on each of these pieces of paper your name and full address. Important: Each additional last line you enter must be accompanied by a separate box-top from a Softasilk Cake Flour package, with your grocer's name and address written on the back.
3. The envelope containing your entry must be postmarked on or before midnight, Monday, September 30, 1935. (Send immediately to facilitate early judging.)
4. Originality, uniqueness, and aptness will be considered by the judges in reaching their decision. The judges shall determine the procedure to be followed in reaching their decision and the decision of the judges or a majority of them on all matters pertaining to the contest shall be final and binding. Judges are: Mrs. Christine Frederick, Household Editor, American Weekly; Mr. Frank W. McDonough, Associate Editor, Better Homes & Gardens; Miss Eleanor Howe, Director NBC Home Forum.
5. Prize winners will be notified as soon as possible after this contest closes. No entries returned. Sponsor reserves the right to use or not to use any last lines submitted in this contest, whether a prize winner or not. In case of more than one entry of a prize-winning last line, duplicate prizes will be awarded to all persons duly certified by the judges to have properly entered such prize-winning last line, in the same identical form, in the contest.
6. Contest limited to the United States and its possessions. No employees of General Mills, nor members of their families, nor advertising agencies are eligible to enter.
7. The last line used for an example and quoted in this advertisement will not be accepted. However, last lines wherein one or more words differ from those quoted in this example will be permitted.

MAIL PROMPTLY TO BETTY CROCKER

BETTY CROCKER, Dept. BHG9, General Mills, Inc., Minneapolis, Minn.

Mary's cakes filled her heart with distress,
Some were good—some were simply a mess.
Then the Softasilk way,
She discovered one day—

(Print the last line which you want to enter, above.)

I have printed above, the last line I want to enter in your Softasilk Cake Flour Limerick Contest. Below is my own name and address. Also, attached is a box-top from a package of Softasilk Cake Flour, on the back of which I have written the name and address of my grocer.

Please check ☐ Are you an old user ☐ of Softasilk Cake Flour?

If a new user, what brand did you use before?

Name

Street or R.F.D. No.

City or Town

State

(Important: Be sure your entry blank is completely filled out, is legible, and is mailed so as to be postmarked on or before midnight, Monday, Sept. 30, 1935.)

A Formula for Getting Immediate Sales

THIS advertisement follows the successful pattern which Walter J. Black has used for years in selling the works of Shakespeare, De Maupassant, Oscar Wilde, etc.

In general, this page is powerful in its first flash impression. At a single glance you see "Shakespeare—98¢"—and a picture of the book. These things are so arranged as to lead you directly into the coupon.

① The headline selects the proper audience and employs two of the most successful words in the ad man's vocabulary—"Amazing" and "Bargain."

② People have had the sad experience of paying what they thought was the full price for an article and then finding out that they had to pay

more. The ad man who prepared this page recognized this situation and reassured the reader, not only once, but twice: (a) "98¢ in full," (b) "No further payments."

③ This subhead answers one of the first questions that occur to nearly everyone, "Can the volume be complete for only 98 cents?"

④ The subhead "Send no money—Free examination" is a tested mail order appeal.

⑤ ⑥ The completeness of the volume is further emphasized in the panel which lists all the works and the subhead which says, "1312 pages."

⑦ The coupon offers an opportunity for convenient and immediate action.

The Most Amazing ¹ SHAKESPEARE Bargain Ever Offered!

YES, Only 98c—in full and with no further payments—for this beautiful volume of Shakespeare's *Complete Works*! And you don't even have to send the 98c now! Unless you are fully convinced that this is the biggest book bargain you have ever seen after reading the book for 7 days at our risk, you may return it. Just mailing the coupon below will bring your copy at once. But send it **NOW**—because this offer has never been made before and may never be made again!

**ONLY ²
98^c
IN FULL!
NO FURTHER PAYMENTS**

3 COMPLETE—Every Word He Ever Wrote

Now, in one single volume is the world's supreme literature—every word Shakespeare ever wrote. In all human history only this **ONE** man has seen so deep into the hearts of all—only *he* has held the keys to unlock every human emotion, every strength, every weakness. . . . No wonder that today he is more *alive*, universally and immortally, than he was 300 years ago!

Realize anew that Shakespeare **ALONE** is the cornerstone of the well-read man's or woman's culture. He teaches you history by making it so thrilling that you are held in breathless suspense page after page. His marvelous

knowledge of language and psychology will make you a better thinker and talker, a more fluent writer.

Let us send you this book at **OUR RISK**. Discover the unsuspected pleasure of a Shakespeare your schoolday type of reading may never have revealed. Be fascinated by sensuous Cleopatra. Shudder at murderous Macbeth. Chuckle at Falstaff. Thrill with lovesick Romeo. Stand aghast at the treachery of Iago. Be enchanted with the beautiful Sonnets and the wild passion of "The Rape of Lucrece" and "Venus and Adonis."

4 SEND NO MONEY—7 Days' Free Examination

Mail coupon today, without money. Pay nothing in advance; nothing to postman when book is delivered. Read and examine this handsome 1312-page volume—printed in large, easy-reading type on thin but opaque paper, beautifully bound in morocco-grained cloth.

Then, after 7 days' free examination if you feel you *can* part with this volume—simply send it back and forget the matter. Otherwise

send only 98c plus few cents postage.

To know English better—to read *any* book more appreciatively—to speak and write more colorfully, effectively you *must* know Shakespeare! Send coupon, without money, now! Walter J. Black, Inc., Dept. 211, 2 Park Ave., New York, N. Y.

Complete—in one single volume—every word Shakespeare ever wrote. Unabridged. Also contains Index to the Characters and Glossary defining all terms.

5 ALL 34 PLAYS—ALL HIS POEMS

A MIDSUMMER NIGHT'S DREAM

The Comedy of Errors

Coriolanus

Antony and Cleopatra

Measure for Measure

The Merchant of Venice

Macbeth

Love's Labour Lost

All's Well That Ends Well

Much Ado About Nothing

Two Gentlemen of Verona

The Tempest

ROMEO AND JULIET

King John

King Richard II

King Henry IV

King Henry V

King Henry VI

King Richard III

King Henry VIII

Troilus and Cressida

Timon of Athens

As You Like It

The Winter's Tale

TAMING OF THE SHREW

Twelfth Night

Cymbeline

Sonnets—all 154 complete

Julius Caesar

Titus Andronicus

Merry Wives of Windsor

King Lear

Pericles, Prince of Tyre

The Passionate Pilgrim

The Rape of Lucrece

Phoenix and the Turtle

Hamlet

Othello

Sonnets to Sundry Notes of Music

Venus and Adonis

A Lover's Complaint

Index to the Characters

Glossary—Defines all terms

1312
PAGES

6



WALTER J. BLACK, Inc.
2 Park Avenue
NEW YORK CITY, N. Y.

WALTER J. BLACK, Inc., Dept. 211
2 Park Avenue, New York, N. Y.

You may send me for free examination your 1312 page, one-volume edition of Shakespeare's *Complete Works*. I will either return the book or send you 98c, plus a few cents postage, within 7 days.

Name (PLEASE PRINT NAME PLAINLY)

Address

City

State

7

A Lesson in Simplicity

BEST-OBSERVED and third-best-read advertisement in a recent issue of *The Saturday Evening Post*.

① ② Here are the qualities that made this picture and headline stop readers:

(a) Timeliness. This advertisement appeared about ten days before Christmas.

(b) Large and excellent photograph.

(c) Sex appeal.

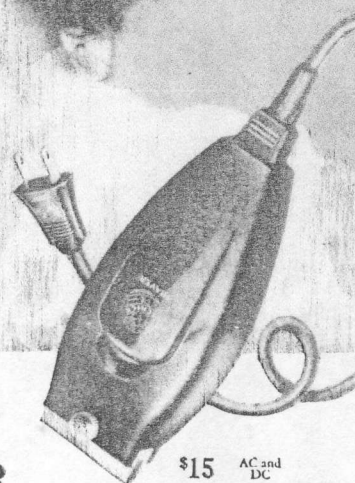
(d) A happy situation.

① ② ③ Note how picture, headline, and name plate convey an instantaneous message to glancers, regardless of whether or not they read the copy.

SCHICK SHAVER, one page, black and white, *The Saturday Evening Post*.



2 Give him a SCHICK SHAVER



How could you choose a better gift than this marvelous mechanism which is changing the shaving habits of the world!

No other present could possibly bring more personal comfort and satisfaction into a man's life (or be such a gentle hair-remover for women). It banishes forever the nuisance of water, soap, cream, lather and blades.

Cannot cut

There are no blades in the Schick Shaver. Nothing moving touches the skin. A flat plate moves over and gently presses down the mounds of the skin so that hairs may enter and be sheared off below the normal level of the skin mounds.

Hence this extremely thin *flat* plate is responsible for the close, clean shave with the Schick Shaver.

It is impossible to cut or scrape the skin while using the Schick. It hurts no more than rubbing the face with the finger tips. The Schick Shaver is good for toughest beards or tenderest skins.

A new skin grows

Once you use a Schick, Nature has no use for the old skin hardened and toughened by years of lathering and shaving. In a short time, the calloused skin flakes off to be replaced by a new,

more youthful and flexible skin which can penetrate a little further into the shearing slots and thereby give you an even closer shave.

Costs less to shave

Over a period of time the entire cost of a Schick is paid by savings in blades, creams, soaps and lotions. So that besides the pleasure it gives, it is truly the most economical way to shave.

Ask one of our 15,000 dealers

He will show you the Schick Shaver and how easy it is for anyone to shave with it. If no dealer is near you, write to Dept. A.

SCHICK DRY SHAVING, INC., STAMFORD, CONN. Western Distributor: Edises, Inc., San Francisco. In Canada, Henry Birks & Sons, Ltd., and other leading stores. (Canadian price, \$16.50.)

SCHICK SHAVES 3

How Advertising Can Save Lives

BEST-READ black-and-white page in a recent issue of *The Saturday Evening Post*.

① We have all read in the newspapers of the large annual toll of lives that cancer takes, and thousands have had the experience of cancer striking close to home. Therefore, a headline like this, which brings good news and which is believable because it is conservatively worded and signed by a great organization, is bound to command serious attention.

② No ballyhoo here. This copy gives information that will save lives. In fact, over a period of

years the Metropolitan Life Insurance Company has done a splendid public service by spending in the neighborhood of half a million dollars a year to print messages that help to lengthen and make pleasanter the lives of many people. The public has learned by experience that no articles or stories in the magazines they buy are more worth reading than the advertisements signed by Metropolitan.

③ Note that the last paragraph offers further information on this vital subject. Those who send for Metropolitan booklets find that they contain valuable information—not just sales talk.

Many Cancers are Curable

1

Medical experts state that many cancers can be cured if discovered and treated in time—but time is the all-important element.

2

Cancer in its early stages can often be destroyed by radium and X-rays, or removed by surgery. An increasing number of cases are being discovered early and the technique in successfully removing or destroying these cancers is steadily advancing. Full recoveries have been made in thousands of reported cases in which patients were on the alert and sought early, competent treatment.

Physicians warn against neglected conditions which are known to precede the onset of cancer—lumps, unusual discharges, wounds that will not heal, moles and warts that change in size and color, or other abnormal conditions. Continued irritation of any part of the body is often the beginning of trouble.

If your family doctor finds a suspicious condition he presumably will not pass judgment as to whether or not it is cancer until he can get complete scientific confirmation.

Many people who fear they have cancer are worrying without cause. A complete physical check up which shows there is nothing wrong is a very comforting assurance. Thorough and competent periodic physical examinations may help doctors to discover cases of cancer while there is still time for successful treatment. Should suspicious symptoms appear at any time, see your doctor at once.

The Metropolitan will gladly send you its free leaflet on cancer, "A Message of Hope." Address Booklet Dept. 137-E.

3



Keep Healthy—Be Examined Regularly

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, Chairman of the Board

ONE MADISON AVENUE, NEW YORK, N. Y.

LEROY A. LINCOLN, President

Copyright, 1916, by Metropolitan Life Insurance Company

Newspaper Advertising for Department Stores

NEWSPAPER advertisements like this have helped to make Macy's the largest department store in New York.

Note that the sales approach is the same with both fountain pens and curtains: (a) picture of product, (b) price, (c) bargain appeal. The bargain appeal helps to get people into the store, where they will be exposed to other merchandise as well as the items advertised.

① ⑧ The word "sale" never seems to wear out. Department stores have always used it and will probably always continue to use it.

③ ⑥ The pictures of the items being sold are large and clearly drawn to show details.

② ⑦ The price is displayed in large type. The price-cutting phrase, "69¢ . . . usually would be 1.39" is another device which department stores have used with good results for years.

④ This list gets sales points across quickly.

⑤ More and more department stores are using coupons, especially in Sunday newspapers. Sunday newspapers have a wide out-of-town circulation and the coupon gets orders from people who cannot come to the store. Besides, the Sunday paper usually remains in the home for a few days. This gives people more time to fill out coupons than in the case of the average daily paper.

MACY'S, one page, black and white, *New York Sunday News*.

★MACY'S

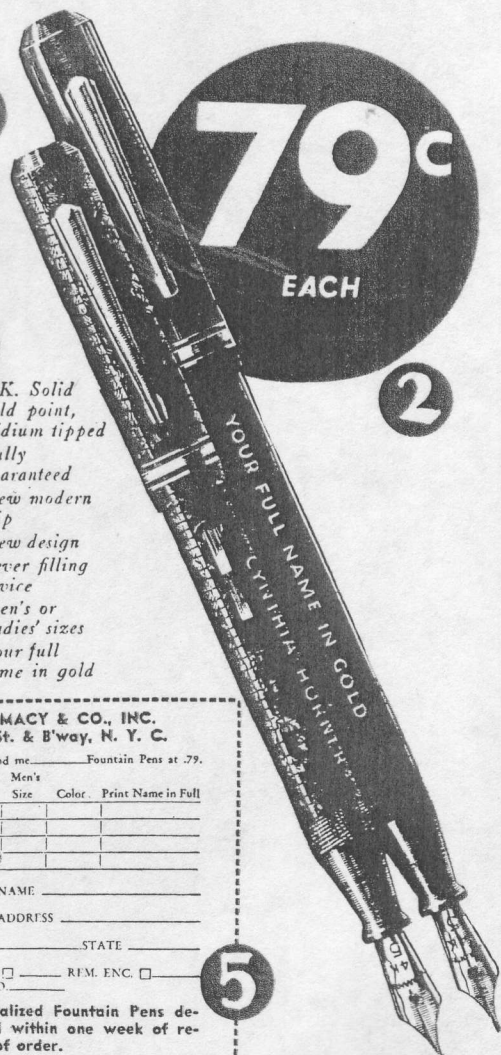
Sensational Sale! ①

5,000 Fully Guaranteed FOUNTAIN PENS

with 14-K. Solid Gold Iridium Tipped Point
Plus your full Name in Gold

An extraordinary value in fountain pens! The guarantee against mechanical defects indicates our confidence in each pen—the price speaks for itself. You should also know about the beautiful new design of sharkskin grained pearl finish in green, burgundy, blue or plain black. There is no longer a reason why any man, woman or school child should do without the convenience of a good fountain pen. *Macy's Stationery Dept., Street Floor*

③



79^c
EACH ②

④

- ★ 14K. Solid gold point, iridium tipped
- ★ Fully guaranteed
- ★ New modern clip
- ★ New design
- ★ Lever filling device
- ★ Men's or Ladies' sizes
- ★ Your full name in gold

R. H. MACY & CO., INC.
34th St. & B'way, N. Y. C.

Please send me _____ Fountain Pens at .79.

Ladies' Men's
Size Size Color. Print Name in Full

PRINT NAME _____

PRINT ADDRESS _____

CITY _____ STATE _____

C. O. D. ☐ R.M. ENC. ☐
D. A. NO. _____

Personalized Fountain Pens delivered within one week of receipt of order.

⑤



69^c
pair ⑦

USUALLY
WOULD BE 1.39

50% OFF!

CURTAIN SALE ⑧

OF THE SEASON

- Cushion Dots
- Pebble Dots
- Pin Dots

Each side is 39 inches wide and 2 1/6 yards long! Imagine saving *half* on the season's most popular curtains two whole weeks *before* the Fourth! At this price, you can groom every window in your home... in crisp, fresh, cool-looking summer dress! Your choice of white, cream or ecru in fine marquissette. 20,000 pairs will not last long.. we warn you! *Curtains, MACY'S Seventh Floor.*

Terribly Sorry... We Cannot Accept Mail or Phone Orders!

ALSO:
5,000 Pairs Tailored
CURTAINS

Usually would be 1.19 69^c pr.

Fine quality of marquissette, well tailored. Back selvages have been removed to assure straight hanging! White, cream and ecru. 34 inches wide on each side... 2 1-6 yards long!

Selling a Product of Infrequent Purchase

BEST-READ advertisement in a recent issue of *Good Housekeeping*.

Ordinarily, an advertisement for a product of infrequent purchase such as Drano would rank low in comparison with ads for products of frequent purchase such as soap and coffee. The fact that this Drano ad ranked Number One in a magazine that carries as many competing advertisements as *Good Housekeeping* is a wonderful

record. It proves the reader-getting power of: (a) a good comic strip, and (b) a well-known comic strip heading "Bridge," signed by a famous cartoonist.

Note how cleverly the comic strip is done. The product is not dragged in as an afterthought in the last panel. It is an integral part of the entire story, even though the name "Drano" is not mentioned until the end.

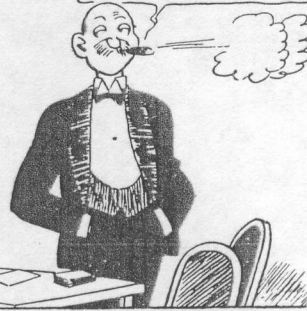
DRANO, two-thirds page, black and white, *Good Housekeeping*.

BRIDGE

BY WEBSTER

FINE BRIDGE—LEAVING ME IN NO TRUMPS AND LETTING ME GO DOWN FIVE TRICKS! GUESS THEY'RE ALL SAYING WHAT A SMART MAN I MARRIED

WELL, MY MIND WAS ON SOMETHING ELSE



MIND? WHAT MIND?

NEVER MIND YOUR SARCASM. I WAS THINKING THEY'D SAY YOU'RE A ROTTEN HOUSEKEEPER WHEN THEY SAW THAT SLOW RUNNING WASH-BOWL DRAIN



I MANAGED TO BE DUMMY SO I COULD SNEAK IN HERE AND USE SOME OF THAT DRANO I BROUGHT HOME THE OTHER NIGHT

DARLING, YOU'RE BRILLIANT! AND NOW THAT YOU'VE INTRODUCED ME TO DRANO I'LL HAVE TO USE IT REGULARLY IN EVERY DRAIN EVERY WEEK



© 1936, The Drackett Co., Cincinnati, O.



WINDEX—
the new way to wash
windows without water.
Get a bottle—TODAY.
THE DRACKETT CO. Cincinnati, O.

Drano

CLEANS AND OPENS DRAINS
KEEPS THEM FREE-FLOWING

Applying a Tested Appeal to a New Product

BEST-OBSERVED color advertisement in a recent issue of *Good Housekeeping*.

① A beautiful, full-color photograph of fruit cocktails is the chief attention-getting element in this advertisement. The red cherries, the pale green grapes, and the yellow peaches stood out brilliantly against a dark-blue background.

② The headline contains two sales arguments

of proved power: (a) "New," and (b) "Ready to Serve," which means little or no work. Copy tests of various appeals have shown that "quick and easy" and "get rid of work" are attractive ideas to almost everybody.

③ ④ Without interfering with the main attraction, this advertisement brings in two other Del Monte products—Del Monte Fruits for Salad and Del Monte Coffee.

DEL MONTE, one page, four colors, *Good Housekeeping*.

New

READY TO SERVE

2

*Regard its
luxury air!
Enjoy its friendly
concern for your
pocketbook*

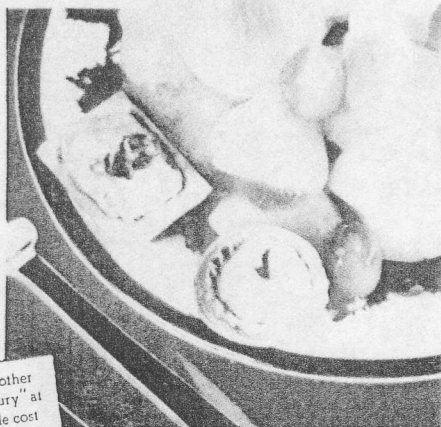


FRUIT COCKTAIL

APPOINTMENTS BY GUMP'S, SAN FRANCISCO

3

and for quick
salads and desserts
remember Del Monte
FRUITS FOR SALAD



Another
'luxury' at
little cost



4

Del Monte **FOODS**

Looking for something very, *very* inviting? Something that can lift your meals to festive levels—without your even lifting a little finger?

This enticing fruit cocktail is the answer. It's gay. It's smart. It's especially prepared for cocktail use!

Here, in one can, are five ideal fruits—tart-sweet pineapple, sun-ripened peaches, mellow pears, tender white grapes and scarlet maraschino cherries—in perfect balance, their flavors *accented* by a beguiling syrup. Oh, you must taste this fruit cocktail!

And like DEL MONTE Fruits for Salad—which you probably enjoy often—it costs so little! Less, actually, than it would cost you to combine these same mouth-watering fruits in your own kitchen.

Your friends will be serving this tempting cocktail soon. Why not be *first*—and get the credit for a grand discovery?



Making Ads That Don't Look Like Ads

BEST-OBSERVED color-page advertisement in a recent issue of *Good Housekeeping*.

① Modern color photography presents products with remarkable realism. The light-brown beans in their dark-brown jars were photographed at the peak of perfection—a perfection which can last only a short time, but which is preserved indefinitely by photography. To say that these beans looked good enough to eat (in original color ad) is an understatement.

② ③ ④ Another feature of this advertisement is that it does not look like an advertisement. That effect is produced in the following way:

- (a) The headline “Via Boston” does not sound like an advertising headline, and it is not set across the page like most headlines.
- (b) There is no name plate at the bottom of the page. Instead, the package and name plate are shown on the can in the photograph.
- (c) The copy is set like regular editorial matter and carries the author's name, “Josephine Gibson.”

Note the tiny word “Advertisement” in the lower left-hand corner of the page. This shows that the publishers of *Good Housekeeping* realized that this page looked very much like a regular magazine article.

HEINZ, one page, four colors, *Good Housekeeping*.

2 V i a B O S t O n



THE broad "ah's" of Boston greet *real* Boston Baked Beans... From the land of the bean and the cod, comes the traditional recipe by which the Boston-style beans of the House of Heinz are baked and sauced.

As every good New England trencherman will tell you—there must be pork commingled with the plump, brown beans—sweet, translucent blocks of it well-streaked with lean, and dark molasses

[Advertisement]

By Josephine Gibson

flavoring the rich juices. The beans must be baked—really *baked* through and through—in hot, dry ovens.

And yet you can serve a Baked Bean Supper any time you "hone" for it—and in just a few minutes, too. For beans-truly-Bostonian are now one of the Heinz famous 57 Varieties—the bean in the yellow-label tin.

Just heat and serve them in individual crocks. Heinz brings you the comely little brown pots as well as beans to fill them. Write—*Heinz Boston-style Baked Beans* at the top of your list today. And ask your grocer about the bean pots.

Besides Boston-style beans, Heinz makes three other delicious kinds, all oven-baked (1) with pork and tomato sauce (2) in tomato sauce without pork (vegetarian) and (3) red kidney beans.

The Poster Technique That Has Made Millions of Customers

BEST-READ advertisement in a recent issue of *The Saturday Evening Post*.

Here are the elements that made this page a winner:

① ② Timeliness. The headline and illustration are tied up with the Texas Centennial Exposition.

② The illustration is full of action and shows

people in costume, and it appeared in the magazine in bright colors.

③ The copy is short. In general, short copy seems to increase reading. Whether to use short or long copy depends on the product and on the problem involved. Sometimes long copy is absolutely necessary in order to sell the product properly.

COCA-COLA, one page, four colors, *The Saturday Evening Post*.

The pause that refreshes
at the Texas Centennial

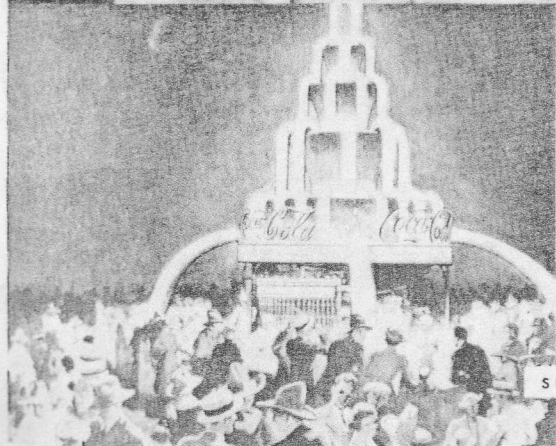
1



2



COCA-COLA CO., ATLANTA, GA.



"Remember the Alamo", and go! In making its Centennial celebration a great attraction, Texas has forgotten nothing. Coca-Cola is there, of course. Distance doesn't matter if you pause now and then ... to relax ... and get the feel of wholesome refreshment with Coca-Cola,—ice-cold.

3

SEE COCA-COLA BOTTLED ON THE EXPOSITION GROUNDS AT DALLAS
... IN THE VARIED INDUSTRIES BUILDING

A Trade Paper Advertisement That Brought Traceable Sales

THIS advertisement, addressed to druggists, brought an unusual number of returns and orders.

① For years druggists have displayed sponges which have been produced by nature in the form of an under-water animal growth. Therefore, the announcement of a chemically made sponge is real news. This advertisement takes full advantage of the important news angle (a) by putting the word "News" in big type, and (b) by showing a large, realistic picture of the product, and (c) by superimposing these elements on a section of newspaper. Note also how the news angle is tied up with the *profit angle*.

② This copy further emphasizes News and Profits.

③ This panel effectively presents scientific facts about the new sponge.

④ This group of sketches and copy shows clearly that the product has many popular uses.

⑤ A convenient coupon helps to increase response from readers of trade papers just as it does in the case of readers of *The Saturday Evening Post*.

⑥ Note the name "du Pont" in the signature; also the display of the name in other parts of the layout. Tests have shown that emphasis on the name "du Pont" increases sales. Probably the reason is that the reader knows the product must be okay if it is made by an organization so well known.

**...and it's making
new profits for
DRUGGISTS**

A close-up photograph of a DuPont Nylon sponge. The word "SPONGE" is printed in large, bold, white capital letters on a dark background. Above it, the "DU PONT" logo is visible in an oval shape, and the word "Nylon" is partially visible in a script font.

SOFT
TOUGH
DURABLE

You have a fast-selling, profitable item when you stock the new du Pont Cellulose Sponge. We've proved that by actual tests in drug stores. Wherever it has been introduced, consumers are enthusiastic. And so are druggists. For this new sponge has proved a real source of profit which you can tap without any special effort.

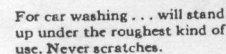
Here's why du Pont Cellulose Sponge
puts new vigor into sales

1. It holds 20 times its weight of water!
2. It floats—does not pick up dirt and grit from the bottom of pail or tub.
3. Marvelously soft, yet tough and long-lasting.
4. Resists diluted household acids, alkalis, and cleaning compounds.
5. Can be *boiled* (and *sterilized*) without damage.
6. *Nationally advertised.*

Available in four sizes and retails from 25c to \$1.10.



For the bath . . . a softer, extra capacity sponge that floats



For window washing and other house-cleaning uses . . . so soft it polishes as well as cleans . . . can be used like chamois.



For dishwashing...stands hot water without damage...can be boiled clean after each use.

**MAIL THIS COUPON TODAY**

E. I. DU PONT DE NEMOURS & CO., INC.
CELLULOSE SPONGE SALES
EMPIRE STATE BUILDING, NEW YORK CITY

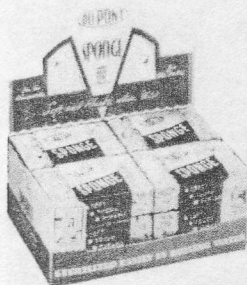
Please send full information regarding the du Pont Cellulose Sponge and the name and address of the nearest service wholesaler.

Name _____
Address _____
City _____ State _____

Packaged in dozens in this good-looking display box. Other point-of-sale display material (for window and counter) available on request.



DU PONT **6**
cellulose
SPONGE



Using Two Continuity Strips on the Same Page

BEST-READ color advertisement in a recent issue of *McCall's*.

① This headline suggests an interesting story plus valuable information.

② ③ The continuity strip does not disappoint the reader. It contains exactly what the headline promised—an interesting situation, plus information regarding the washing of delicate garments.

④ This second headline arouses interest because it suggests a conflict with a happy ending.

⑤ ⑥ Note that this second continuity strip (as well as the one above) follows the formula of famous writers from Shakespeare down to Eugene O'Neill; namely, that the plot must contain a conflict in order to hold the attention of the audience. Consider how dull these continuities would be if every panel simply showed two people agreeing that Ivory Soap is the best in the world.

IVORY SOAP, one page, four colors, *McCall's*.

1 LAZY TWIN LOVES REST—OTHER TWIN LOOKS BEST



NEXT MORNING

GOSH, PAT, YOUR GREEN SILK LOOKS TEN TIMES NEWER THAN MINE.

YES, AND MINE'S BEEN WASHED TEN TIMES WITH IVORY FLAKES. WHAT DID I TELL YOU ABOUT BRIDGET'S WASHDAY SOAP

WARNING!

"If a soap is strong enough for an ordinary family wash, it's too strong for silks and woollens," warn department stores. "We recommend lukewarm suds of Ivory Flakes."

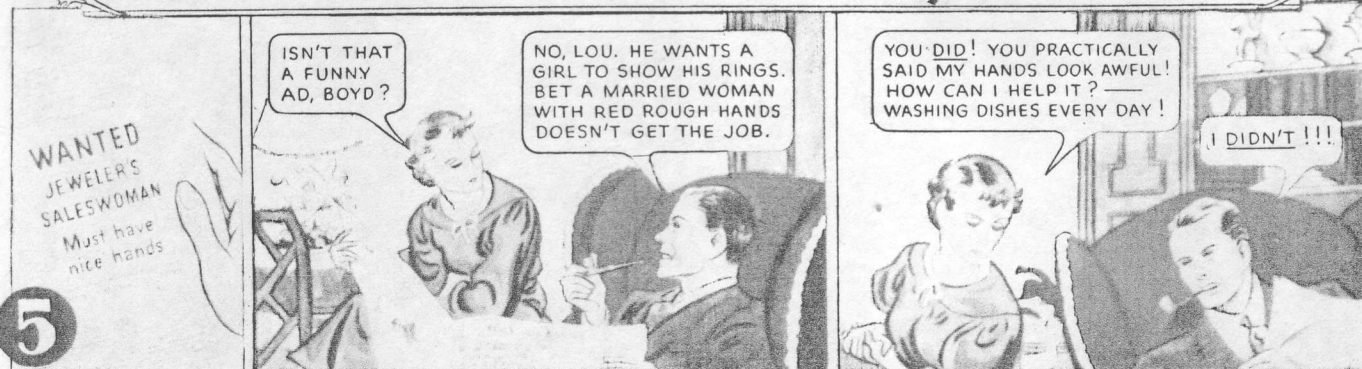
CHECK THIS LIST. THESE THINGS SHOULD NEVER BE PUT IN THE FAMILY WASH. YOU WILL SAVE MONEY IF YOU PROTECT THEM WITH PURE IVORY FLAKES.

- SILK STOCKINGS
- SILK UNDERWEAR
- FOUNDATION GARMENTS
- FLANNELS
- SWEATERS
- BLANKETS
- ALL BABY CLOTHES
- GLOVES
- WASHABLE SILK PRINTS

IVORY FLAKES

99⁴⁴/₁₀₀% PURE—CHIFFON CURLS OF IVORY SOAP

"YOU DID"—"I DIDN'T"—Quarrel healed by smooth hands!



HORRORS! THERE GOES ANOTHER DISH...THESE SLIPPERY RUBBER GLOVES! I HOPE THEY GET MY HANDS SMOOTH.

DON'T WEAR THEM, LOU! USE PURE IVORY SOAP—IT KEEPS YOUR HANDS SMOOTH. AND ACTUALLY COSTS LESS TO USE THAN STRONG PACKAGE SOAPS!

TWO WEEKS LATER —

AN ANNIVERSARY RING FOR DEAR SMOOTH HANDS.

BOYD, DEAR, YOU OUGHT TO BUY A SILVER SOAP DISH FOR IVORY—BECAUSE IVORY DID IT!

HONEST? DOES USING IVORY COST LESS—?

YES—ACTUALLY LESS THAN STRONG PACKAGE SOAPS

Luck for your hands—and pocketbook!

Imagine! Exquisitely pure Ivory can be used every time you wash dishes—at a saving! Ivory actually costs less to use than the laundry-type of package soaps. Get Ivory in the Large Size today—win whiter, smoother hands in a week.



IVORY SOAP 99⁴⁴/₁₀₀% PURE

A Time to Avoid Tricks

BEST-READ color-page advertisement in a recent issue of *Collier's*.

There are times when the best way to get attention is to avoid clever headlines and imaginative illustrations and to simply display your merchandise. When this ad ran, the Hickok Company had an ideal situation for a straight merchandise advertisement because: (a) they had handsome merchandise to display, and (b) this advertisement appeared shortly before Christmas.

① Note how the use of a plain dark background shows these gifts to advantage. Any trimmings, gadgets, or other illustrations would have wasted valuable space and detracted from the gifts themselves.

② The copy is full of *facts* and, even more important, it contains *prices*.

An ingenious device was used to promote easy reading. The artist placed a yellow circle on Gift Number One and a similar yellow circle alongside Paragraph Number One, which describes that gift. He placed an orange circle on Gift Number Two and an orange circle alongside Paragraph Number Two. The copy for other gifts was identified in a similar manner.

③ Another reason for the success of this advertisement is that it offers a novel idea in Christmas gifts; namely, "2 gifts in 1." For example, the "package" which contains the leather belt in the lower right-hand corner is a Scottie ash tray.

HICKOK, one page, four colors, *Collier's*.

His own initials—black on platinum-tone—individualize this chain tie clip. The smart, mannish design, and the patented alligator grip, assure finest style, perfect service...\$1 The attractive, serviceable collar bar is \$1 Both pieces, Hickok-Plated, gold or white, in rich "walnut" case...\$2

Fine bridle Cowhide, hand boarded grain—a serviceable belt of distinction. Every detail shows Hickok excellence. Black or brown. The exclusive new Hickok-Plated buckle in hammered and engine-turned design, has 3 initials, black on platinum-tone. Complete in all-purpose bakelite case...\$2

A luxurious Calfskin belt, in shrunken grain, saddle stitched, with Cowhide lining. Hickok style, finish, value! Distinctive sterling silver buckle, smartly initialed. In moderne black bakelite case with glass cover, the set is \$3.50

Correct in style, this Clear Crystal dress jewelry, with smart black centers, features new Hickok airline construction. Cuff links and studs...\$5 Including vest buttons...\$8 In an unusual case of polished black bakelite.

Other distinctive Hickok Dress Sets, all in perfect taste...from \$2 to \$40

Authentic Grand Champion Scottie tie clip, chain style, with exclusive alligator grip. Rich sculptured effect—Hickok-Plated in gold...\$2 Smart Scottie cuff links to match...\$3.50 This set, in stunning red-and-black bakelite case...\$5.50

Other smart Grand Champion dogs and horses; also foxes, pheasants. Scarf pins and tie clips...\$2 Cuff links...\$3.50

Custom-styled initials for personality!—on a fine Hickok tie clip with the patented alligator grip...\$1 Smart, serviceable collar bar...\$0.50 Hickok-Plated in gold or white. The 2-piece set, in an interesting hammered metal ash tray...\$1.50

Genuine Horsehide bridle belt. The grain, the lining and finish all express quality. Hickok-Plated initial buckle in silver, with golden stripe. Complete in amusing new Scottie ash tray...\$2



3 SMART!...2 gifts in 1...FOR A MAN

Style
LEADERSHIP

BELTS
BUCKLES
BRACES
GARTERS
JEWELRY

Correctly styled, distinctive, lastingly useful, every gift marked Hickok is sure of a man's approval. He knows that Hickok means excellence...and it reflects your good taste. He will appreciate one of the latest finely fashioned belt sets—made distinctively his own by his initial on the buckle. Another "sure-fire" gift is fine Hickok jewelry...

many styles custom-initialed. Hickok ActionBAK braces, too—in smartest new colors and weaves—are every man's idea of comfort, style and quality. The permanently useful packages, handsomely designed, in bakelite, metal, glass and fine woods, enable you to give 2 gifts for the price of 1! HICKOK, ROCHESTER, N. Y.

HICKOK

An Unusual Record for a Car Ad

BEST-READ black-and-white page in a recent issue of *The Saturday Evening Post*.

In general, automobile advertisements have received comparatively low rankings on readership. Factors that have contributed to this are: (a) automobiles are not bought so often as other advertised articles; (b) many automobile advertisements have shown a monotonous similarity.

Here are elements that gained readers for this advertisement:

① "Half the gas" is real news compared with other manufacturers' claims of "less gas."

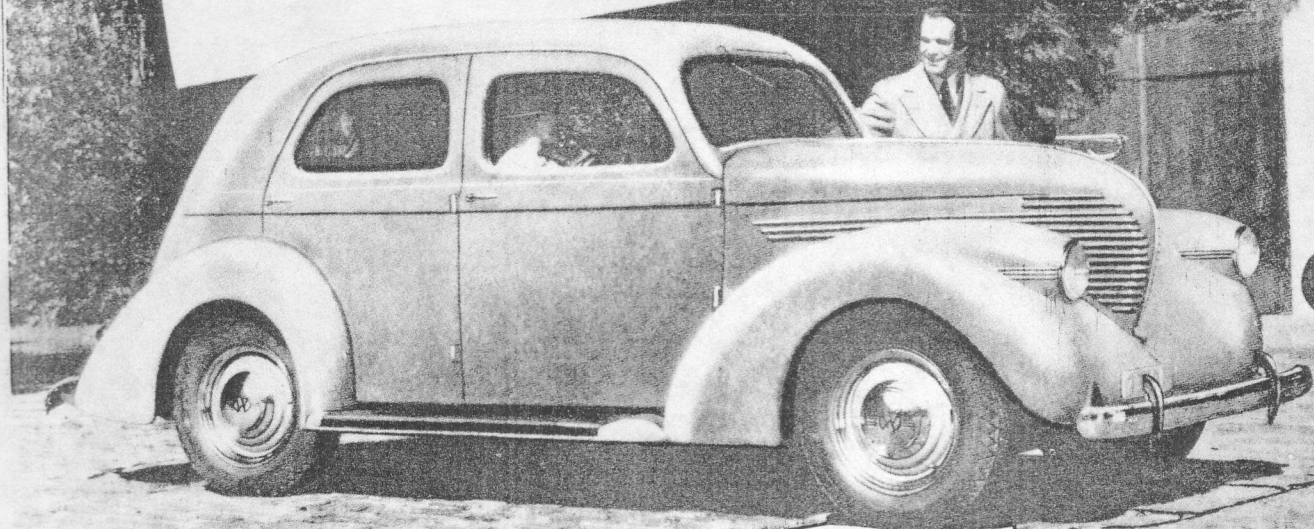
② The car is good-looking and fairly large. It does not look like a midget car or a freak car such as one might expect after reading the headline "half the gas."

③ The statement "up to 35 miles per gallon" helps to prove the claim in the main headline. The reader begins to think "it must be true."

④ The low price of \$395 is another stopper. Never before has the reader seen a car as large and modern-looking as this at a price so low.

WILLYS, one page, black and white, *The Saturday Evening Post*.

① *Half the gas ...*
twice the Smartness
 with all the worthwhile
 features found in any other car

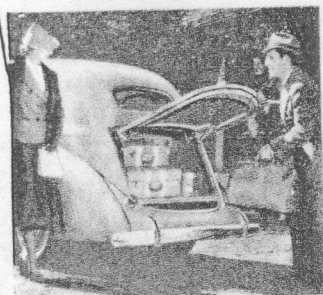


Here's the Surprise Car of the Year. The car that brings you economy so great that it can travel twice as far on a gallon of gas as the average car and cuts every other item of motor car cost to the very lowest—the car that is so cleverly designed that it provides greater-than-standard room on a standard-tread chassis—the car with the safety of large brakes, wide fender lights, safety glass all-around, lower center of gravity, and top and body of one solid unit of steel—the car that brings you a new beauty and greater flexibility in driving.

The smart New Willys is rapidly stealing the hearts of America. Ask for a ride. Willys-Overland Motors, Inc., Toledo, Ohio.

All-steel top and body
 Extra large luggage compartment
 Smooth-shifting syncro-mesh transmission
 America's lowest priced FULL-SIZE car

up to 35 miles per gallon



④

\$395

for
Standard Coupe
at Factory,
Toledo, Ohio.
Other models at
higher prices.
Accessories extra.

Willys
 The Surprise Car

Why Some Ad Men Are Highly Paid

BEST-READ color-page advertisement in a recent issue of *Collier's*.

In the previously discussed Willys Automobile advertisement, the copy writer had the advantage of startling news, such as "35 miles per gallon," and a price of only \$395. But the man who prepared this page was in the situation that most ad writers are in. He had to *make* news.

Most low-priced cars are about alike. Most cigarettes are identical. Most cakes of soap have the same advantages. Therefore, the news and excitement about these products have to come out of the ad man's head rather than out of his client's factory. This is why ad men have more nervous breakdowns and larger incomes than factory workers.

① This advertisement owes its attention value to its unusualness. The illustration is different from any that was ever used before to illustrate an automobile advertisement.

② The headline is different from any previous automobile headline. When you consider the number of new automobile advertisements that have appeared every week for the past ten years, you can realize what a task it is to write one that: (a) attracts readers, (b) has sales value, and (c) is entirely *different*.

① ② ③ Note how picture, headline, and name plate convey a quick message to glancers.

PLYMOUTH, one page, four colors, *Collier's*.



② Meet Plymouth's "Ladies' Man"

WE CALL HIM Plymouth's "Ladies' Man" because his sharp eyes and careful, skilled hands check up on all the interior details of new Plymouth cars...those details which feminine eyes will be the first to appreciate.

As each big, all-steel body is completed, inspectors go over the whole new Safety Interior.

The handsome instrument panel...all door-pulls and window-lift handles...designed for safety...are inspected not only for looks, but for smooth operation. Every inch of the deep upholstery is gone over... "head-lining"...curtains...carpets.

And if the car were being delivered to a queen, this final inspection could not be more critically careful. That is why your new Plymouth is not only luxuriously comfortable but beautiful, too...and

will continue to stay beautiful for a long, long time.

All through the building of a Plymouth there is equally careful workmanship...equally searching inspection. On the scientific sound-proofing...the rubber body mountings and airplane-type shock-absorbers that keep bumps and vibration away from you...the steering mechanism that is so easy on a woman's hands and arms.

As a matter of fact, *every one* of Plymouth's skilled workers is really a "ladies' man." Because they build into Plymouth cars the comfort, safety and *value*...that women appreciate. The style and beauty...of which every woman is proud.

And every year, more and more women...and men...learn that it's truly a great car...built to last! PLYMOUTH DIVISION OF CHRYSLER CORPORATION.

EASY TO BUY

Today, you'll find Plymouth is priced right down with the lowest...and offers convenient payment terms. You can buy a beautiful, big new Plymouth for as low as \$25 a month. The Commercial Credit Company has made available—to Chrysler, DeSoto and Dodge dealers—terms which you will find fit your budget...and make it exceptionally easy to purchase...and enjoy...a new Plymouth *today*.

PLYMOUTH BUILDS GREAT CARS

③

Advice to Young Ad Men

BEST-OBSERVED color-page advertisement in a recent issue of *The Saturday Evening Post*.

The first rule that a young advertising man should learn is that News, Self-interest, Reason Why, and other tested appeals are the best methods for getting attention and selling merchandise. After he has learned this rule he will discover that occasionally a good advertisement can be prepared which seems to break all rules and get attention because it is fantastic. The trouble with most beginners in advertising is that too many of their ideas are fantastic. They want to break all the rules all the time. They are like the music student who wants to play Beethoven

before he has learned how to play the scales.

① ② ③ This combination of headline, illustration, and package has action, novelty, and good humor. The situation acts as a stopper and thus gives the other elements on the page an opportunity to get attention.

④ ⑤ These elements carry the usual cigarette sales talk "smooth blend," etc.—plus a powerful additional argument in the form of valuable free coupons which can be exchanged for handsome gifts. These gifts are especially appropriate, since this advertisement appeared about two weeks before Christmas.

RALEIGH, one page, four colors, *The Saturday Evening Post*.

PLAIN or
CORK TIPPED
UNION MADE

RALEIGH 1

YOU'VE GOT WHAT I WANT!

3



They're now priced down to other popular brands—but see how much more Raleighs offer! A smooth blend of distinctive Turkish-Domestic tobaccos. Plain—or cork tips, if you prefer their tailored firmness. And with each pack of Raleighs you get a coupon good for handsome premiums. (Offer good U. S. A. only.) After a pack of ordinary cigarettes you've nothing left but a wrapper. But finish off your pack of fine Raleighs and there's still that valuable B & W coupon good for premiums that make stunning gifts. Get a pack of Raleighs today . . . smoke a better cigarette! Start saving coupons and see how fast they mount! Brown & Williamson Tobacco Corp., P. O. Box 599, Louisville, Ky.



COOL CIGARETTES
ALSO CARRY
B & W COUPONS

2



RALEIGH'S...

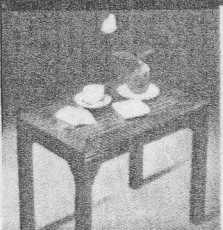
NOW DOWN TO POPULAR PRICES · USE B & W COUPONS FOR CHRISTMAS GIFTS



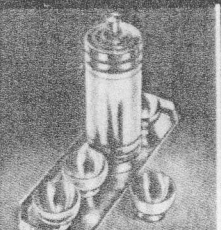
GLASSWARE. Wide fringed lower bands. Banded at top with pure platinum. 8 Highball, or 6 Iced Tea or 6 Old Fashioned . . . 100 coupons.



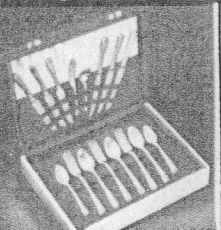
CREAMER. Sugar, Tea Pot, Oneida Community Per Plate, Cream & Sugar set, 375 coupons. Tea Pot, usable for coffee, 4 cup size . . . 450 coupons.



PENTHOUSE TABLE. Beautiful occasional table. 17 1/2" high. V-matched walnut border. Center of pencil stripe mahogany. 375 coupons.



COCKTAIL SET. Chase Chromium shaker, black enamel rings, 300 coupons. 4 cups, 175 coupons. Tray, 200. Complete set . . . 650 coupons.



ONEIDA Community Per Plate Silverware. 26 pieces with chest (service for six), 800 coupons. Without chest, 650. Additional pieces obtainable.



FREE BOOKLET. Write today for 28-page booklet "Beautiful Premiums." New edition No. 12. Handsomely illustrated. Describes all B & W premiums.

5

TUNE IN... JACK PEARL (BARON MUENCHHAUSEN) IN A BRAND-NEW SHOW COAST-TO-COAST NBC BLUE NETWORK. EVERY MONDAY 9:30 TO 10 P.M., E. S. T.

Something That Americans Love

BEST-READ advertisement in a recent issue of *Collier's*.

① The principal stopper here is the illustration. Pictures of airplanes, streamlined trains, new ocean liners, etc., almost always have high attention value because they combine two vital human interests: (a) interest in scientific progress, and (b) interest in travel.

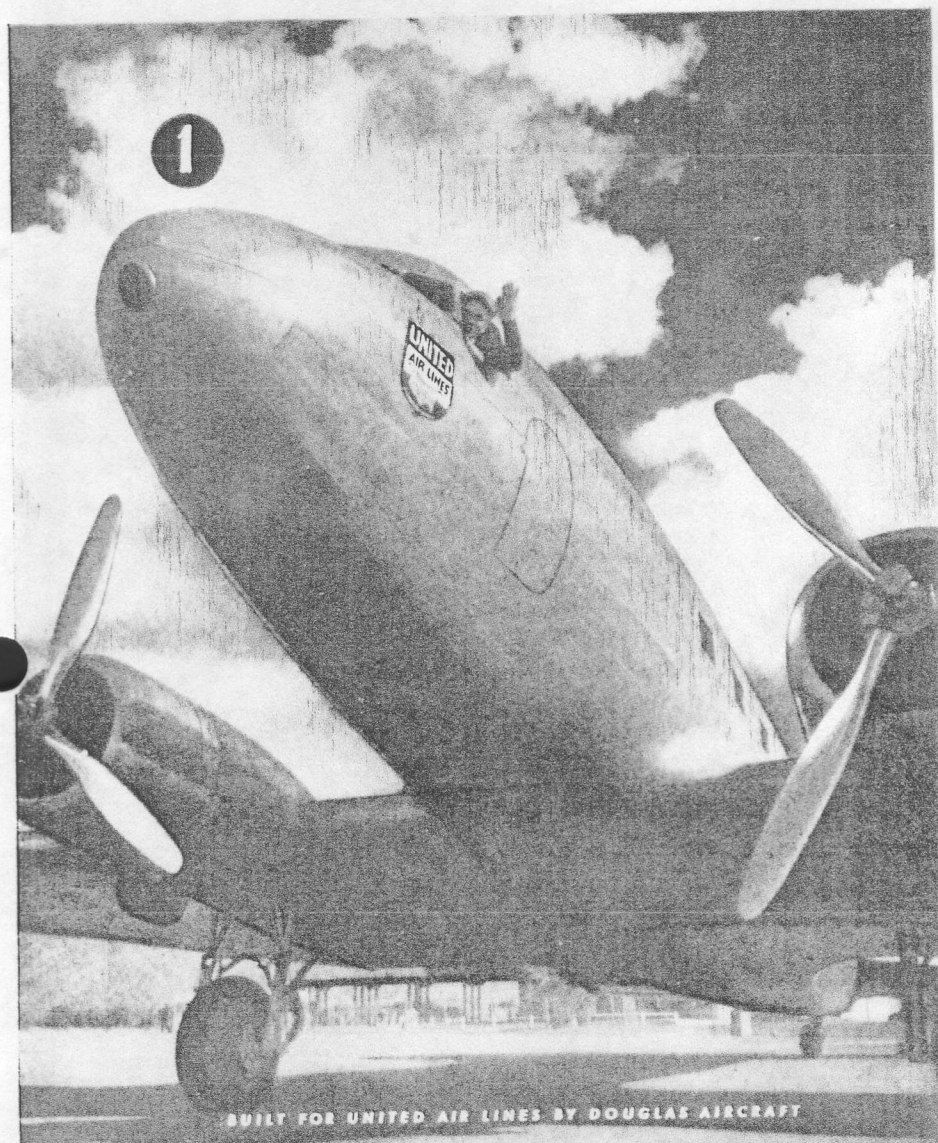
② This is a news headline and as such commands more attention than average headlines.

③ The American people love superlatives—the biggest, the fastest, the tallest, the oldest, and newest. Note that this subhead is written so as to contain a superlative. If you were an ad writer for a competing air line, you would have to develop a different superlative such as, “the *largest* air fleet” or “the *most luxurious*” or “the *most popular*” or, if all else failed, “the *most unique* air fleet!”

④ The copy is informative, newsy, telegraphic in style. It contains about three times as many facts per paragraph as average copy.

UNITED AIR LINES, one page, black and white, *Collier's*.

United *presents the new* Mainliners²



BUILT FOR UNITED AIR LINES BY DOUGLAS AIRCRAFT

Copyright 1942 by United Air Lines Transport Corporation

★ **THE SKYLounge MAINLINER**—14 deep-cushioned, swivel chairs in a cabin as large as that of the 21-passenger day plane! Unusual visibility . . . deluxe appointments! Individual tables. Real silver, china, linen. Complimentary meals, more delicious than ever!

★ Ask at any United Air Lines Office, or at your Travel Bureau, for reservations or literature. Plan that next coast-to-coast or inter-city trip via United.

3

*Today's triumph in air travel!
The fastest deluxe air transport
fleet in the world!*

THEY'RE the BIG NEWS of 1937 in air transportation! United's \$3,000,000 fleet of giant new Mainliners! Built for United Air Lines by Douglas, these new Mainliners rank as the most powerful passenger landplanes in the United States and set a new standard of luxury, service, speed.

United's Mainliners are now going into service . . . 21-passenger day planes are already flying 2-hour non-stop San Francisco-Los Angeles schedules. Deluxe lounge-type Mainliners offer a 3 hour 55 minute non-stop Chicago-New York flight; and a faster, finer coast-to-coast service will shortly be flown with these ultra-modern transports. New 1937-type sleepers also will soon fly overnight coast-to-coast.

Picture the luxury of these 190-mile-an-hour skylounge Mainliners! In a cabin designed for 21 seats are 14 deep-cushioned, full-swivel chairs, custom upholstered in rich fabric. You ride in the quiet atmosphere of a beautifully-appointed club lounge!

Thus, United's 1937 equipment program establishes an unprecedented range of luxurious travel facilities, and provides the greatest choice of service ever offered by any airline: Twenty-eight deluxe Mainliners by Douglas for faster, long-distance service at peak traffic periods; equally fast 10-passenger Boeings for United's frequent, convenient inter-city schedules.

And remember this: Back of every flight is United's 100 million miles of experience.

★ **FACTS ABOUT UNITED'S MAINLINERS** ★

HIGH SPEED—212 m. p. h. Cruises 190 m. p. h., 1500 miles without refueling.

SIZE—Wing span, 95 ft.; length, 64½ ft.; weight, 12 tons fully loaded.

CREW—Three pilots—2 veteran pilots and latest type automatic pilot. Stewardess.

POWER PLANT—Two 1150 h.p. 14-cylinder WASPS. Can climb 9,000 ft. and sustain flight on one engine.

SPECIAL PASSENGER FEATURES—Air in cabin changed every minute. 70° in cabin when temperature outside is 20° below. Quieter than a Pullman.

FLYING AIDS—Multiple radio facilities, constant speed propellers, automatic mixture control, de-icers.

4



How to Put Stopping Power into Pictures

BEST-OBSERVED color-page advertisement in a recent issue of *The Saturday Evening Post*.

① This picture has several important qualities:

(a) It tells a story.

(b) It is unusual.

(c) Its message is instantaneous.

(d) It contains the basic element of drama; namely, conflict. (In this case it is the amusing conflict between driver and nurse.)

(e) It portrays a common experience—a situation which nearly everyone has experienced as driver, pedestrian, or onlooker.

① ② ③ Note how the combination of picture, headline, and name plate conveys a quick sales message, regardless of whether you read the copy.

SUPER-SHELL GASOLINE, one page, four colors, *The Saturday Evening Post*.

"STOP AND GO" DRIVING²

IS TOUGH ON GAS—

—unless your gasoline is especially made for it...



3

YOU average 30 stops a day . . . shift gears 60 times a day. Accelerating in "high" can use up 60% more gasoline than running steadily at 30 miles an hour.

For economy in today's "stop-and-go" driving, your gasoline needs 3 kinds of power—just as your car needs 3 shifts of gears. One power for *quick starting*, one for *fast pickup* and hill climbing, one for *steady running*.

Super-Shell combines these 3 different kinds of power in one fuel—the *first* truly balanced gasoline.

4 out of
every 5 miles
you drive are
"Stop-and-Go"

SUPER-SHELL

When Not to Use a Photograph

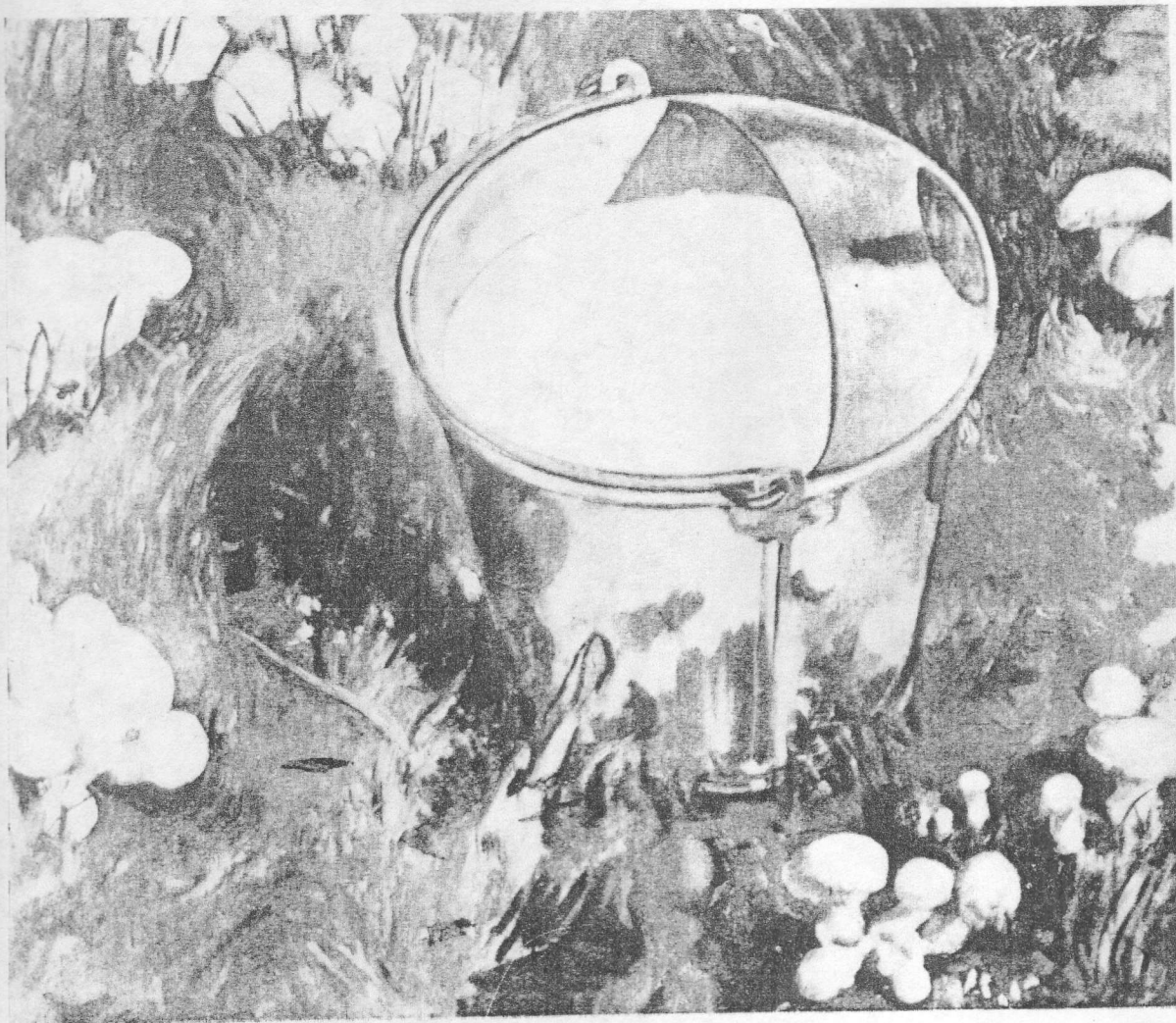
BEST-OBSERVED color-page advertisement in a recent issue of *Good Housekeeping*.

① This is one of those illustrations which break ordinary rules and yet obtain an extraordinary effect. Rule Number One: Photographs get more attention than other illustrations. But in this case the use of an oil painting with beautiful tones of green and yellow is more effective than a photo would be. Rule Number Two: Use pic-

tures of people. However, in this picture, the introduction of a farmhand or even a beautiful milkmaid would have reduced the desired effect.

② The use of the large illustration did not leave much space for copy. Nevertheless, all the usual elements of a Campbell's Soup advertisement have been retained by compressing the headline, the copy, and the sub-illustrations into smaller space.

CAMPBELL'S SOUPS, one page, four colors, *Good Housekeeping*.



SUGGESTING HOW MUSHROOMY AND CREAMY IS CAMPBELL'S CREAM OF MUSHROOM SOUP

2



With cream so thick
'Twill hardly pour
And mushrooms fresh—
Who asks for more?

H... OH... What is that teasing, tantalizing aroma coming tip-toe through the kitchen door?... So savory and sly it sets you swallowing, just in hopes...

Here come brimming steaming cups!... Look at that rich creamy color... saying to you "Come and get me!" And MUSHROOMS!—Whole big-hearted slices of them to lure you on!

Don't wait for it to cool... Blow on a spoonful and taste. Mmm—mmm! What cream of mushroom soup is this?... Campbell's?... It tastes even better than Campbell's did last

time... better than any cream of mushroom that ever was! They've done something to it!... Made it more "mushroomy"... and creamier... and so smooth!

Now, another spoonful... and savoring its creaminess, sampling its melting tender mushroom morsels... eyes shut! Picture a pasture somewhere, green with June sunshine and wet with morning dew. A milking pail glowing with golden cream—rich, fresh, country-style cream!... And shoving up through the grass around, mushrooms, plump, fresh as the June morning...

Now! That's what this new, even finer Campbell's Cream of Mushroom tastes like!...

Say, when will we have a party? When's the first excuse for having this grand new Campbell's Cream of Mushroom again?... Well, all right... for a family treat then... Soon! Let's get several cans and have them on hand... Because honestly it's grand—this new Campbell's Cream of Mushroom!

NEW! Better than ever!
More specially cultivated mushrooms—and more double-thick cream!

LOOK FOR THE
RED-AND-WHITE
LABEL



Putting Full-page Punch into a Half Page

BEST-OBSERVED advertisement in a recent issue of *Collier's*.

After you have looked at a number of reports on observation and reading, you can begin to guess which advertisements will stand high on observation and which will stand high on reading.

① ② ③ This advertisement with its simple elements—short headline, big picture, big name

plate—is obviously the type of layout which ranks high on observation. The chief lesson here is that a big smiling face looking directly at you has always been and probably always will be one of the best stoppers in the ad man's tool kit. But this picture is more than a stopper. Note how, in connection with the line "Clean inside too," it quickly demonstrates the advantage of a Tek Tooth Brush.

TEK TOOTH BRUSH, one-half page, black and white, *Collier's*.

① Stop fooling
with your teeth



CLEAN INSIDE TOO

• You've too much to risk. Bulky, old-style brushes can't reach the very place where dangerous tartar forms. See how Tek fits. Professionally small-shaped. Cleans INSIDE curves as easily as outside. Pure, springy, long-life bristles. Remember, Tek Jr. for the children.

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

③
Tek
TOOTH BRUSH

How to Arouse Curiosity

BEST-READ color-page advertisement in a recent issue of *Collier's*.

People buy magazines to read stories. Therefore, as mentioned before, if an ad man can tell a story, he will attract thousands of readers.

① This headline arouses curiosity regarding a "hiss of doom" and forces you to read further in order to learn what caused the hiss.

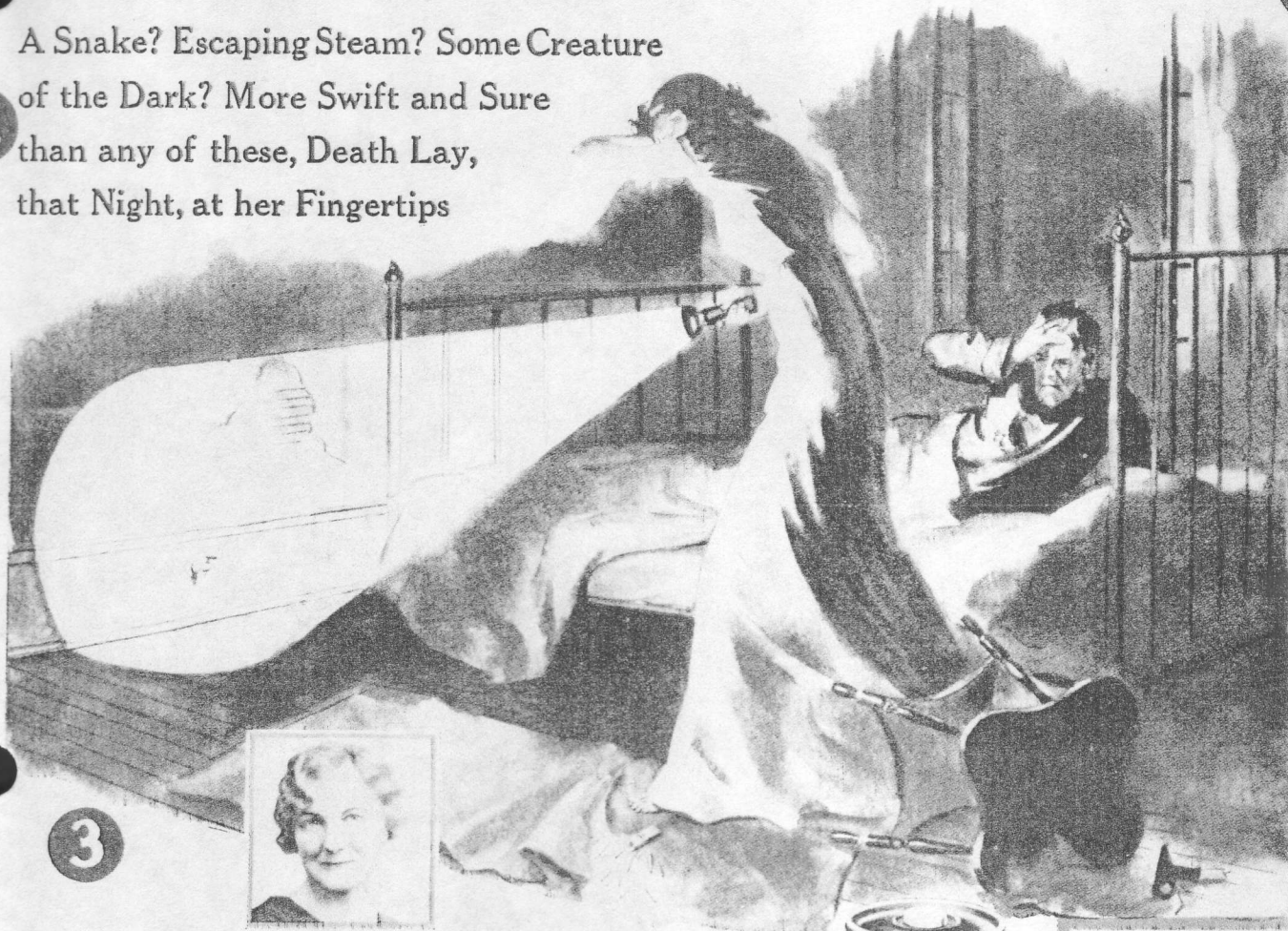
② The subhead further intensifies your curiosity but conceals the cause of the "hiss of doom." You are forced to read further.

③ The dramatic illustration adds to the general excitement and gives the first clue as to the cause of the hissing sound. The presence of the gas jet in the wall suggests an accident that might happen to anyone. Therefore, in addition to curiosity, the instinct of self-preservation is brought into play. You want to learn how this accident occurred so that you can avoid it yourself.

④ The copy does not disappoint the reader. It is an exciting true story. And it leads into a powerful sales talk for Eveready Batteries.

What was that Hiss of Doom in Mrs. Barton's Room? ¹

A Snake? Escaping Steam? Some Creature
of the Dark? More Swift and Sure
than any of these, Death Lay,
that Night, at her Fingertips



"I owe you an apology!", writes Mrs. Florence Whitfield Barton (above), of Cisco, Texas. "I thought you really made up those ticklish situations you print in your advertisements where explorers and adventurers and travelers owe their lives to dated Eveready flashlight batteries.* But not any more!

"This summer my husband and I were forced to stop overnight in a little town near the border. The only hotel was close to the railroad track, where a freight locomotive was switching when we went to bed. It was terribly hot, and to get any air at all we had to drag our bed out from the wall and pull it as near the single window as we could. Late in the night I awoke with a splitting headache, caused, I thought, by the heat, and the hissing of the locomotive. But after lying awake a few moments, I realized that hissing sound was in our own room. I reached over to the table for (I confess it with shame)

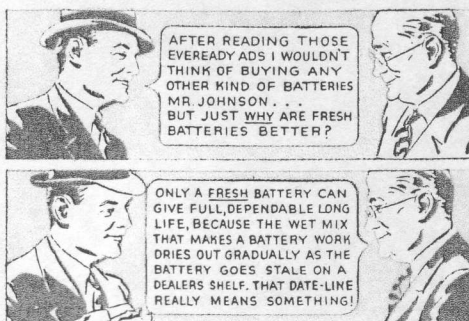
a match, and just happened to feel Bart's flashlight, which he always carries in the car. When I switched on the flashlight I saw what had happened: a leg of the bed had opened the gas-cock at the baseboard as we dragged the bed away from the wall. The room was full of gas. I shudder to think what would have happened if I had struck that match! Now I am always the one to see that the flashlight is brought out of the car along with the luggage—and that the batteries are fresh.

"You never know when—"

Very truly yours,

Florence Whitfield Barton

*We don't make them up. All our advertisements of this kind are based upon actual experiences of actual people. They reach us in letters from all over the country. Many appear in the news—your own newspaper frequently carries news items telling how flashlights have saved lives, averted accidents, saved property. We get our advertisements from the same sources the newspapers use—the people themselves who have been in these tight spots.



Building a Following of Readers

BEST-OBSERVED and second-best-read black-and-white advertisement in a recent issue of *The Saturday Evening Post*.

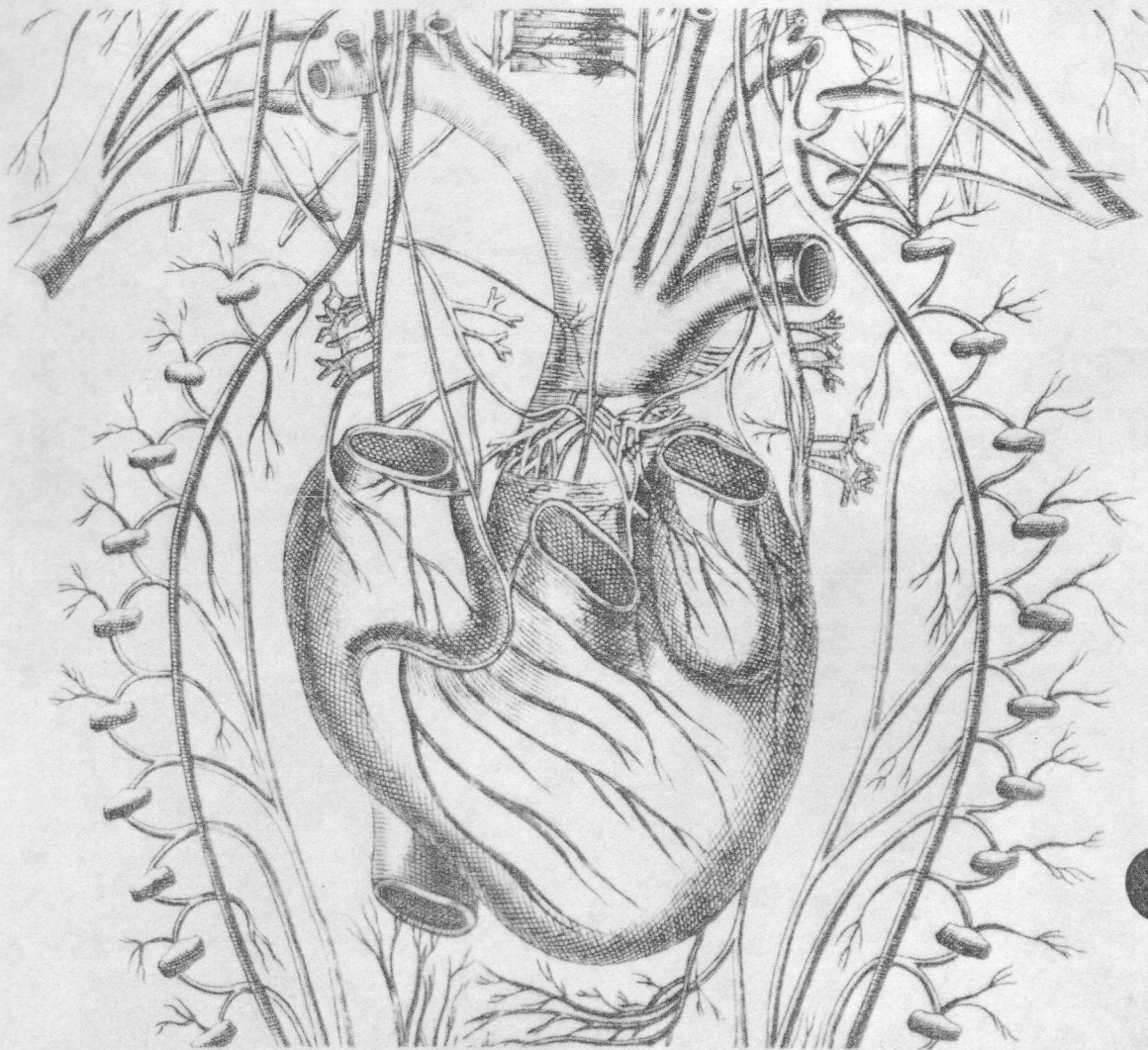
① This picture secured attention because of its unusualness. It is one of those illustrations about which it can be said that, "Probably nothing like this ever appeared in an advertisement before."

② This headline prompted a reading of the

copy because of its appeal to self-interest.

③ The copy, from beginning to end: (a) is interesting, and (b) contains facts everyone should know.

④ This name plate stimulates reading, because people are learning from experience that, just as in the case of Metropolitan Life, Parke, Davis & Company print messages that are *worth reading*.



The heart as represented in an anatomical drawing of the 18th Century.

2 That heart of yours . . .

WEIGHING only 8 to 12 ounces, that heart of yours must each day do an amount of work equivalent to lifting a man of 150 pounds one-and-a-quarter times the height of the Empire State Building!

3 It can never rest. On and on it must beat 72 times each minute, 4320 times each hour, 37,843,200 times each year.

Its Herculean job is made still more difficult by the strain and accelerated pace of modern life. This, perhaps, is one of the reasons heart disease is increasing. Today, it leads all other causes of death—one person in six, above the age of 40, dies of heart disease.

That is an alarming figure. It makes the thoughtful person wonder, "What about my heart?" And the only person who can

answer that question for you is your doctor.

The answer most people get is one that takes a load off their minds—"There isn't anything wrong." But if something *should* be wrong, your greatest security lies in knowing about it promptly. For the heart has remarkable properties of recuperation. It responds to treatment, if started in time, better than most organs in the body. Even people with badly crippled hearts often live happy, active lives after they have been taught what precautions they should observe.

Today physicians know more about the ills of the heart and ways of the heart than ever before. They are better equipped than ever before to treat and control heart disease—and to guard against it as well.

Shortness of breath—fluttering of the heart—numbness of the extremities—these are among the symptoms that suggest an *immediate* trip to the doctor's. But even without warning symptoms, many a wise man sees his doctor at regular intervals—far less "servicing" than he gives his car yet, obviously, infinitely more important!

Copyright 1936—Parke, Davis & Company

*Parke, Davis
& Company*

DETROIT, MICHIGAN
The World's Largest Makers of
Pharmaceutical and Biological Products

4

Turning Glancers into Readers

BEST-OBSERVED and best-read half-page advertisement in a recent issue of *Collier's*.

① This headline is a stopper because it sounds strange to have someone call a toothache a lucky break. Also the balloon technique, plus the dark background behind the balloon, makes the headline stand out.

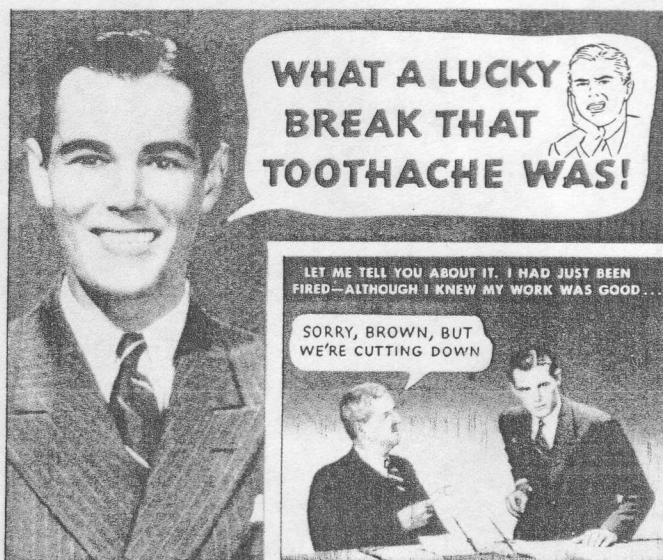
② This picture gets attention because the smile is a little surprising. You don't expect a man to smile when he is talking about a toothache. In fact, this cheerful attitude toward pain

is not only curiosity-arousing, but it makes the reader think that there may be valuable information in this advertisement.

③ This comic strip technique (usually called "continuity strip" when humor is not involved) is the same technique which has shown high readership on many occasions.

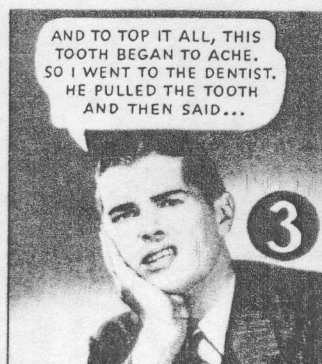
④ Note this space-saving device. The advertiser shows his package and his name at the same time. No formal name plate is needed.

COLGATE'S DENTAL CREAM, one-half page, black and white, *Collier's*.



1

2



3



Most Bad Breath Begins with the Teeth!

TESTS show that 76% of all people over the age of 17 *have bad breath!* Tests also prove that most bad breath comes from *improperly cleaned teeth!*

Ordinary cleaning methods, which merely polish the exposed surfaces, fail to remove decaying food deposits in hidden crevices between the teeth. And these deposits, tests prove, are the source of most bad breath... dull, dingy teeth... and much tooth decay.

But Colgate Dental Cream has a special

penetrating foam which gets into every tiny crevice—emulsifies and washes away odor-breeding food and acid deposits.

And at the same time, Colgate's soft, safe polishing agent gently, yet thoroughly, cleans and brightens the enamel—makes your teeth sparkle—gives new brilliance to your smile.

So brush your teeth, gums, tongue with Colgate Dental Cream at least twice daily and have cleaner, brighter teeth and a sweeter, purer breath. Get a tube today!



4

MAKES TEETH CLEANER AND BRIGHTER, TOO!

Borrowing a Technique from a Nursery Book

BEST-OBSERVED and best-read advertisement in a recent issue of *Collier's*.

Here are the qualities that made this page a winner:

(a) It is unusual.

(b) It doesn't look like an ad.

(c) It is amusing.

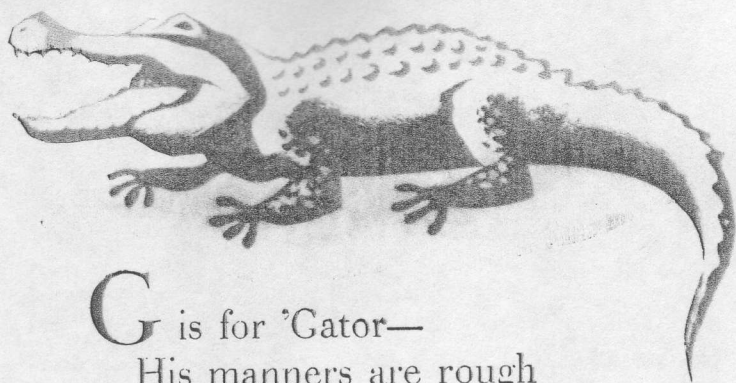
(d) It shows pictures of animals.

(e) It employs a nursery rhyme technique that is easy to read.

(f) The copy is short.

Other advertisements in this animal-and-rhyme series for Golden Shell have also ranked high on observation and reading.

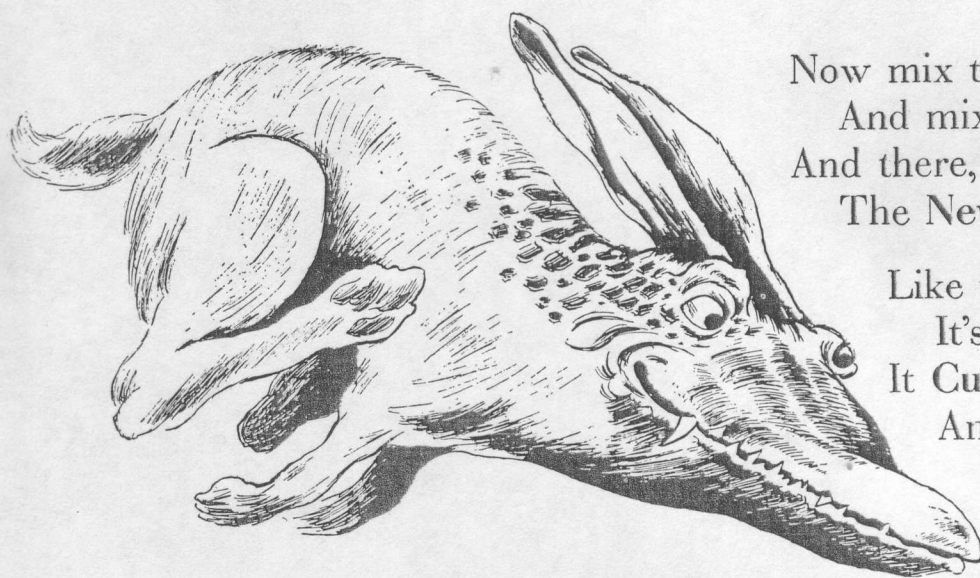
GOLDEN SHELL OIL, one page, black and white, *Collier's*.



G is for 'Gator—
His manners are rough
Do not disturb him
He's apt to get Tough!



R is for Rabbit—he's shy, but he's Fast
Don't try to catch him—you'll sure come in last!



Now mix them both up
And mix them up well
And there, sir, you have
The New Golden Shell!

Like two oils in one
It's Tough and it's Fast
It Cuts Starting Wear
And how it does last!

Starting causes More Engine Wear than all the running...
New Golden Shell Motor Oil is Fast-Flowing to reduce this wear,
Tough so it stands the heat of steady driving

Golden Shell

The New Motor Oil



Thousands Read This Feature Regularly

BEST-READ advertisement in a recent issue of *The Saturday Evening Post*.

Most comic strip ads are isolated stories. One tells the adventures of Joe Smith, another the adventures of Susie Brown, and so on. However, the makers of Prince Albert Pipe Tobacco have for some time been running a series of strips about "Ol' Judge Robbins," the pipe collector, and again and again these advertisements have been the best-read in the magazines in which they appeared. This indicates that it is possible for an advertiser to *build up* a loyal following just as a Sunday comic strip

or a weekly radio program builds a following. In order to promote a situation of this kind, it is necessary to do two things, as follows:

① Use an identifying title which always remains the same in each advertisement.

② Always give your readers an interesting story. Never let them down by giving them all sales talk and no story. In this way, you will not only retain your old readers, but you will continually increase your following.

LOL' JUDGE ROBBINS

POLYNESIAN PIPE

I'VE SEEN PIPES FROM ALL PARTS OF THE WORLD, JUDGE, BUT NONE FROM THE POLYNESIAN SOUTH SEA ISLAND GROUPS

FRANKLY, THE SOUTH SEAS ARE A POOR HUNTING GROUND FOR A PIPE COLLECTOR

SMOKING IS A FAIRLY RECENT INNOVATION THERE. LET ME FILL MY PIPE AND I'LL TELL YOU ABOUT IT

PRINCE ALBERT? SAY, DO YOU MIND IF I TRY IT?

CAPTAIN COOK, THE EXPLORER, WAS THE FIRST EUROPEAN TO DISCOVER MANY OF THE ISLANDS. NATURALLY THE BRITISH SEAMEN CARRIED PIPES AND TOBACCO ASHORE

THE NATIVES TRIED SMOKING—LIKED IT—AND TODAY MAKE A RATHER CURIOUS PIPE ALL THEIR OWN

HERE IT IS—A SOUTH SEA PIPE MADE FROM A SEA-SHELL. IT MAKES A SURPRISINGLY COOL SMOKE

NO COOLER THAN THIS PIPE I'M SMOKING NOW

IT ALWAYS SMOKED HOT BEFORE, BUT WITH PRINCE ALBERT EVERY PUFF IS AS GENTLE AS A SUMMER BREEZE

OF COURSE! YOU KNOW, P.A. IS DIFFERENT. IT'S CUT SCIENTIFICALLY AND BURNS SLOWER IN THE BOWL AND SMOKES COOLER IN THE MOUTH

Copyright, 1936, R. J. Reynolds Tobacco Company

Smoke 20 fragrant pipefuls of Prince Albert. If you don't find it the mellowest, tastiest pipe tobacco you ever smoked, return the pocket tin with the rest of the tobacco in it to us at any time within a month from this date, and we will refund full purchase price, plus postage. (Signed) R. J. Reynolds Tobacco Company, Winston-Salem, N. C.

MEN, TAKE UP P.A.'S 'GET-ACQUAINTED' OFFER

50 pipefuls of fragrant tobacco in every 2-oz. tin of Prince Albert

PRINCE ALBERT
CRIMP CUT
LONG BURNING PIPE AND THE BIG TASTE TOBACCO

2 OUNCE TIE TIN

YOU CAN'T BEAT PRINCE ALBERT FOR TASTY SMOKIN'

BEING 'CRIMP CUT' P.A. GIVES ME A COOLER, Milder SMOKE

PRINCE ALBERT'S MY TOBACCO. IT DOESN'T BITE MY TONGUE

PRINCE ALBERT THE NATIONAL JOY SMOKE

Using Advertising to Solicit Contributions

BEST-READ advertisement in a recent issue of *Collier's*.

Newspaper men, artists, and writers have discovered that people are interested in people. Probably one reason is that when you read about another individual in a human-interest situation, no matter whether he is a big shot or a down-and-outer—a President being inaugurated or a murderer being electrocuted—you say to yourself, “It might have been me!”

① These photographs all show human beings in human-interest situations. They are as absorb-

ing as the editorial material which the reader pays for when he buys a magazine. Note that the pictures are not square and static but are cut into odd shapes. This adds action and eye appeal.

② ④ The headline and the name plate convey a quick message to glancers and at the same time make clear that this is not an ordinary advertisement but something unusual.

③ The first few sentences of this copy tell you that this is not just the average sales talk.



HOPE sustains self-respect. Yet as you read this, millions of men and women are touching elbows with despair, nearly crushed by continual drain on courage and spirit.

3 Government relief aims to prevent starvation and provide shelter. This meets basic human want. But other human needs—hunger that asks for more food—are fully as important!

Pictured above are some of the hopeful, human dramas made real by your local welfare organizations. This year, your Community Chest will ask you for a contribution to all the organizations

devoted to first-hand neighborly contact with those in need.

These needs have grown. While the demands upon neighborhood agencies are greater than in 1929, their income has been decreased. Health and character-building programs, their true function, have been impaired.

The money you contribute will send a visiting nurse up tenement stairs, equip a playground to weed out crime and help character to flower, find a good home for a homeless child, assist a shattered family in getting a new start. Help them to hold on to *hope*. Give with a generous hand.



Lucretia Loope

CHAIRMAN, NATIONAL CITIZENS COMMITTEE

4

MOBILIZATION FOR HUMAN NEEDS • 1936

Getting the Greatest Value Out of a Testimonial

BEST-READ advertisement in a recent issue of *Collier's*.

① ② A commercial artist said, "Newspaper make-up men cannot bury a good cartoon even if it occupies only a small space." The same is true in magazines. This advertisement secured attention by combining the cartoon format with a picture of a famous individual.

Note how Ted Husing is identified in several ways: (a) his picture, (b) his name in large type, (c) radio microphone, (d) football language in the headline. . . . If any of these factors had been omitted, the advertisement would have lost some of its stopping power.

③ Here are factors which helped to secure a high reading of the copy:

- (a) It is short.
- (b) It is informative.
- (c) It is printed in balloons.
- (d) It is a direct statement by Ted Husing.
- (e) It is lettered in cartoon style rather than in formal type.

"DON'T FUMBLE YOUR MARTINI COCKTAILS,"

says **TED HUSING**

"MAKE THEM WITH AN AMERICAN GIN"

1

2

3

SMOOTH MARTINIS ARE THE SECRET OF SUCCESSFUL COCKTAIL PARTIES—PERSONALLY I ALWAYS USE FLEISCHMANN'S GIN...

HERE'S THE WAY I MIX MINE—ICE FIRST, FLEISCHMANN'S NEXT—VERMOUTH LAST—THE ICE CHILLS THE GLASS—THE VERMOUTH FILTERS THROUGH THE GIN

USE 2 PARTS FLEISCHMANN'S GIN TO 1 PART VERMOUTH—STIR, DON'T SHAKE! MAKE ONLY ONE ROUND OF MARTINIS AT A TIME AND NO MATTER HOW YOU MAKE IT—BE SURE TO USE FLEISCHMANN'S

Fleischmann's Gin is distilled especially for mixing—from American Grain

DISTILLED to the distinctive American taste which demands a smoother gin, Fleischmann's enhances the delicate flavor of the Vermouth in a Martini—never overpowers it.

Use Fleischmann's Gin for your next cocktail party. Your friends will agree with you that "it takes an American gin to make a smooth cocktail." 90 Proof. Also Fleischmann's Sloe Gin, 65 Proof. The Fleischmann Distilling Corp., Peekskill, N. Y.

FLEISCHMANN'S
DISTILLED DRY GIN



Timing Your Ad for the Christmas Market

BEST-READ page advertisement in a recent issue of *Collier's*.

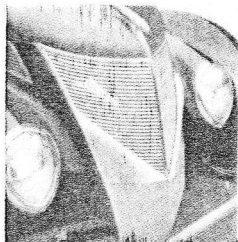
① This headline is timely, because it appeared shortly before Christmas.

② The copy received high reading, because it is short and newsy and appears under interesting illustrations. The illustrations suggest not only articles you might want yourself, but attractive Christmas gifts for others.

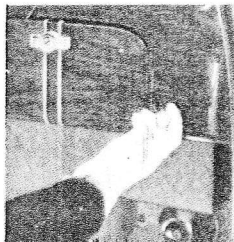
FORD ACCESSORIES, one page, two colors, *Collier's*.

THESE PRESENTS ARE GREAT FOR YOUR FORD V-8 1

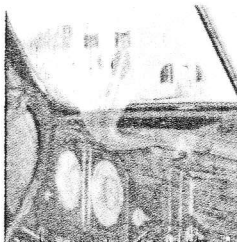
When Santa Claus calls up to say,
"What do you want for Christmas, eh?"
If we were you we'd hasten to state,
"Some of these gifts for our Ford V-8"



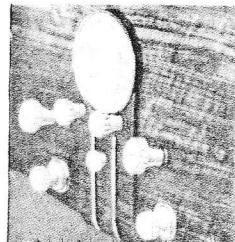
RADIATOR SHIELD



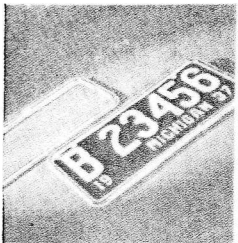
GENUINE FORD HEATER



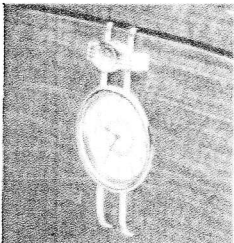
WINDSHIELD DEFROSTER



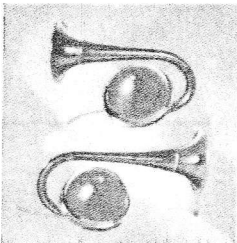
GENUINE FORD RADIO



LICENSE PLATE FRAMES



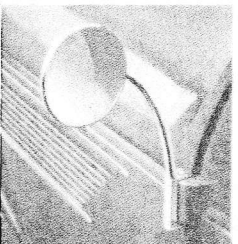
ELECTRIC CLOCK



ELECTRIC AIR HORNS



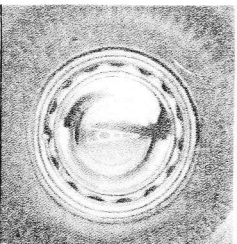
WINDSHIELD WINGS



SIDE MIRROR



VISOR VANITY MIRROR



HUB AND SPOKE COVERS



SPOT LIGHT

These and many other useful gifts at attractive prices. See any Ford dealer.

FORD MOTOR COMPANY DEARBORN, MICHIGAN

Presenting Something New

BEST-READ color-page advertisement in a recent issue of *The Saturday Evening Post*.

① ② Words like “discovered” and “new” have always been sure-fire for getting attention—especially if your advertisement looks like *real news* rather than manufactured news. That this advertisement contains real news is proved

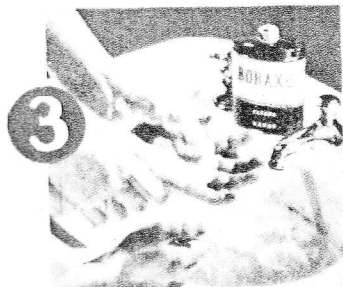
by the fact that the name “Boraxo” and the black-and-white container are things which the reader has never seen before.

③ ④ The sub-illustrations make clear at a glance what the product is for, and, by appealing to both men and women, help to broaden the interest and attract readers of both sexes.



2 *Discovered!*

A new kind of hand cleaner

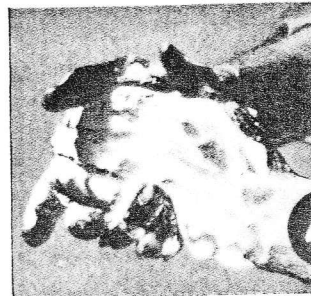


Boraxo, mother's find, is safe for delicate skin. Removes stubborn dirt from children's hands and knees, and leaves them soft and smooth.

It's quick. It's thorough. It's different from any hand cleanser you've ever tried. And it hasn't a scratch or a piece of grit in it. That's BORAXO—for cleaning dirty hands.

"What is it?" you ask. Simply pure Borax and fine toilet soap in a special combination. And what results it gives! Takes off grease, grime and plain dirt in a jiffy. But leaves the hands soft, smooth and free from odor. Boraxo is sold at grocery stores and most drug stores. Now you can discover it for yourself! Pacific Coast Borax Company... Producers of the famous 20 Mule Team Borax Products.

Tune in the Old Ranger's radio tales of "Death Valley Days" every week. See newspaper radio programs for time.



No matter how hands get dirty, Boraxo gets them clean. Just moisten your hands, sprinkle on Boraxo and work into a lather—then rinse.

Using the Bargain Appeal in Newspaper Advertising

NEWSPAPER advertisements like this one have helped to build Davega's into a large chain of stores in New York City and vicinity. The advertisements feature various items at bargain prices, such as radios, golf clubs, ice skates, sport clothes, etc. This advertisement is typical of the series. Note these selling elements:

- ② Bargain appeal—"20% to 50 % off"
- ① No money down—free home trial.
- ③ Large picture of product being sold.
- ④ Arrows indicating good features of product, such as "giant dial," etc.
- ⑤ List of nationally advertised makes of radios. This helps Davega to cash in on national advertising done by radio manufacturers.
- ⑥ Repetition of bargain appeal, this time with specific figures "Manufacturer's list price \$79.50 . . . while they last—\$33.00."

⑦ List showing location of branch stores and display line "All stores open evenings."

⑧ Terms: "\$1.00 a week pays for a radio."

⑨ Coupon offering the prospect any or all of the following:

- (a) Estimate of the trade-in value of his present radio.
- (b) Free home trial.
- (c) Free booklet.

Some ad men who desire a smooth-looking layout to delight the eye might say that this advertisement is all wrong. They would point out that it has too many competing elements, that it lacks dignity and prestige. However, experience has shown that this is exactly the sort of copy that will produce the best immediate sales results in mass-circulation newspapers.

DAVEGA, one-fourth page, black and white, *New York Sunday Mirror*.

1 NO MONEY DOWN—Free Home Trial

20% to 50% off

DAVEGA

30 Store Radio Sale

11 TUBE RADIOS

1937 MODELS
Guaranteed

• PHILCO

• RCA **5**
• VICTOR

• MAJESTIC

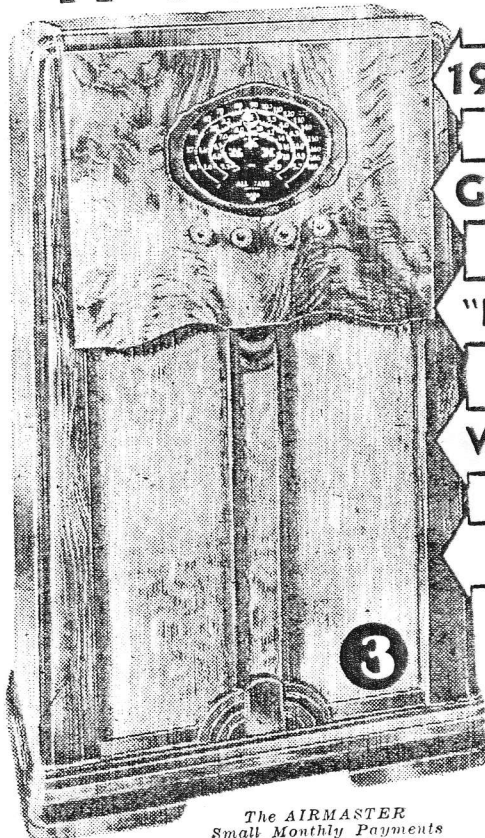
• GRUNOW

• ZENITH

• STEWART
• WARNER

• AND OTHERS

\$1 A WEEK
8 pays for a radio



The AIRMASTER
Small Monthly Payments
Small Credit Charge

1937 MODEL **4**

GIANT DIAL

"EYE" TUNING

WORLD WIDE

FULL SIZE

Manufacturer's LIST PRICE **79.50**
While They Last

\$33 **6**

(YOU SAVE 46.50)

DAVEGA
7 CITY RADIO

Opp. City Hall...63 Park Row
Downtown...15 Cortlandt St.
Downtown...63 Cortlandt St.
Downtown...42 Cortlandt St.
Near 13th St...831 Broadway
Empire State...18 W. 34th St.
Hotel Commodore,
111 E. 42nd St.
Times Square...152 W. 42nd St.
Yorkville...148 E. 86th St.
86th St...2369 Broadway
98th St...2598 Broadway
Harlem...125 W. 125th St.
180th St.
1393 St. Nicholas Ave.
Bronx...945 Southern Blvd.

Bronx...31 E. Fordham Rd.
Bronx...2943 Third Ave.
Brooklyn...417 Fulton St.
Brooklyn... (Borough Hall)
Brooklyn...924 Flatbush Ave.
Brooklyn...1304 King Highway
Bay Ridge...5108 Fifth Ave.
Bensonhurst...2985 86th St.
Brownsville...1703 Pitkin Ave.
Jamaica...163-24 Jamaica Ave.
Astoria...278 Steinway Ave.
Flushing...43 Main Street
White Plains...175 Main St.
Newark...60 Park Place
(Military Park Bldg.)
Jersey City, 30 Journal Square

ALL STORES OPEN EVENINGS

FILL IN THIS COUPON. MAIL
TO DAVEGA, 76 NINTH AVE.,
N. Y. C.

Gentlemen:

My present radio is a.....

Year purchased.....

How much could you allow me
on a trade-in for a new 1937

..... Radio?

I want a ☐ Free Home Trial

☐ Free Booklet on the 1937 models.

Name..... **9**

Address.....

Or phone CHelsea 3-5220 (Week-

days, CHelsea 3-5255) M-6-8

Using a Universal Appeal

BEST-READ half-page advertisement in a recent issue of *The Saturday Evening Post*.

① ② Headline and subhead are built around a universal appeal: Get rid of work.

③ ⑤ The photographs arouse curiosity. They make people wonder, "What are these unusual-looking gadgets and what will they do for me?"

④ ⑥ As previously stated, surveys have shown

that people are more likely to read copy under illustrations than regular body text. Besides, this copy, like the copy in a mail order catalogue, is full of facts; and the mail order concerns have proved that fact copy sells better than glittering generalities.

⑦ The name "General Electric" has prestige and is an additional reason for reading the copy, because you know that it is good merchandise if it is made by G-E.

G-E HOTPOINT, one-half page, black and white, *The Saturday Evening Post*.

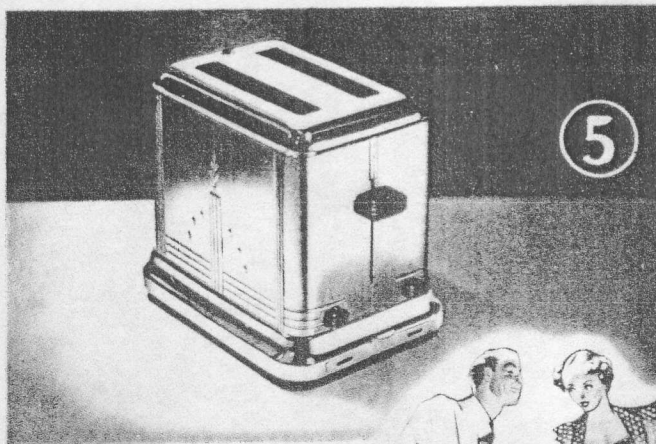
Take it easy! ①

Let these two G-E Aids save ②
your strength and keep you young



DOES EVERYTHING BUT SING! This mixer beats eggs, whips cream, mixes batters. 3-speed double beater. Glasbake bowls guaranteed against heat breakage. Handy rubber spatula. Ask your G-E dealer to show you how easily it works. Cream enamel with green trim, complete as shown . . . \$16.75 (also in silver finish with opal white bowls). Juice extractor \$2.75; other accessories at slight extra cost.

④



PERFECT TOAST EVERY TIME! This hand-some aid to smooth breakfasts signals by light and bell when toast is done. Turns off automatically. Keeps toast crisp and hot. Makes unsurpassed Melba toast. It saves wear and tear on the nervous system, and gives long and reliable performance.

\$14.50

You'll always be glad you bought a G-E

GENERAL  ELECTRIC
Hotpoint ⑦

RESEARCH KEEPS GENERAL ELECTRIC YEARS AHEAD!

Combining Several Effective Devices in One Ad

BEST-OBSERVED advertisement in a recent issue of *The Saturday Evening Post*.

① ② Headline and illustration here have several important characteristics:

- (a) Timeliness. The advertisement appeared shortly before a presidential election, when the battle between the donkey and the elephant was at its height.
- (b) Good humor. The illustration with its clever headline is amusing and expresses a "ballots-not-bullets" philosophy of which Americans are justly proud.
- (c) Familiarity. The Kool Penguin, through a series of adventures, portrayed month after

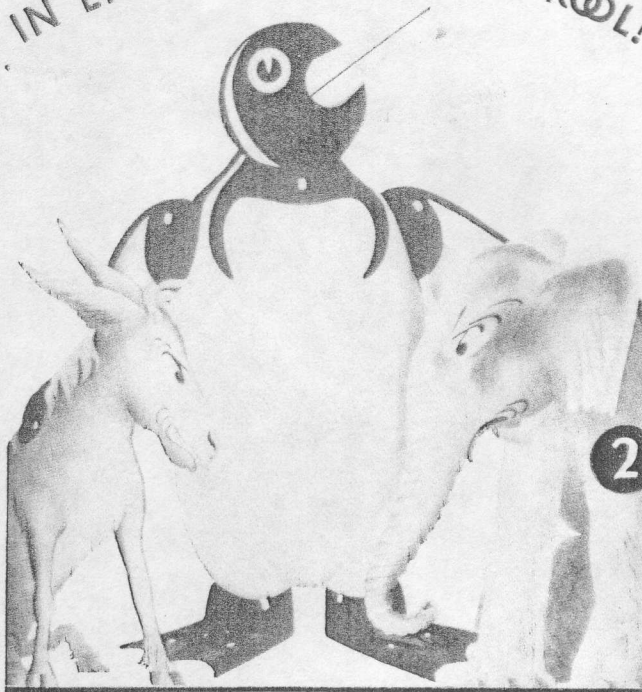
month in advertisements, has become a familiar character in the minds of magazine readers. This is a new and effective use of a manufacturer's trade mark (or trade "character"). In the past, when a manufacturer used a bird, an animal, or a person for a trade mark, there was seldom any variety of pose to arouse new interest each time the trade mark was shown.

③ These cigarettes have this important advantage: The name "Kool" is a sales talk *in one word!*

④ The premiums, which are shown in every Kool advertisement, lend additional interest because they are good-looking and they are *free*.

KOOLS, one-half page, black and white, *The Saturday Evening Post*.

IN EITHER CASE...KEEP KØOL! 1



FOR the hottest campaign in a lifetime we give you the cigarette that pledges itself to keep your throat relaxed and c-o-o-l! Take a deep puff—feel that mild menthol soothe and refresh. Take another—enjoy that fine, full tobacco flavor. Note the cork tip that

doesn't grab your lips. And save the valuable B & W coupons for a list of great premiums.

Don't vote for hot smokes. Join the landslide for KØOLS. Better for you on every count! Brown & Williamson Tobacco Corporation, P. O. Box 599, Louisville, Ky.

(Premium offer good U.S.A. only)



SAVE COUPONS... MANY HANDSOME NEW PREMIUMS



Julep Cup—Heavy silver plate, 14 oz. capacity. Set of two . . . 175 coupons

FREE. Write for illustrated 28-page B & W premium booklet No. 12

Glassware—latest banded. 6 highball, or 6 ten, or 6 old fashioned—100 coup.

RALEIGH CIGARETTES...NOW AT POPULAR PRICES...ALSO CARRY B & W COUPONS

An Idea for an Aspiring Ad Man

BEST-OBSERVED advertisement in a recent issue of *Good Housekeeping*.

sweep the field by getting bride, sex appeal, and baby into the same illustration.

① Pictures of brides are among the best of all stoppers and only occasionally are outranked by pictures of babies and by pictures containing sex appeal. Perhaps some day some ad man will

② ③ The interest in this illustration is heightened because it becomes apparent from the headline and the copy in the panel that this is not just a professional model but a *real bride*.

CAMAY, two-thirds page, black and white, *Good Housekeeping*.

"I'm most certainly grateful



to Camay" ²

SAYS THIS CHARMING WISCONSIN BRIDE



BELOIT, WIS.

Camay?—I wouldn't be without it! It's so pleasant to use, so quick in results. Yes, I'm most certainly grateful to Camay.

Sincerely,

(Signed) Jane Sherman Clark
(Mrs. Edward G. Clark, Jr.)

3

November 12, 1936

"THE bride carried orchids, wore white velvet with old lace"—a charming picture, but then what a lovely bride! For Mrs. Edward Clark, Junior, has joyous blue eyes, hair like blond satin, a complexion that's as fresh, as fair, as spring itself! And she keeps it so (just as you should yours) by daily care with deep-cleansing Camay.

It's exhilarating!—the mere touch of Camay's deliciously fragrant lather! And how clear, how

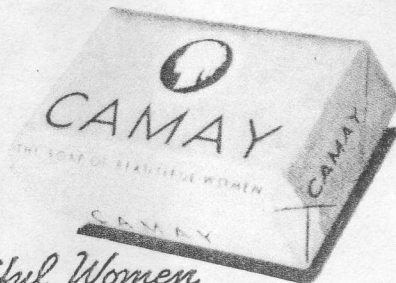
satin-smooth it makes your skin, even in coldest skin-trying weather. Camay's so soothing for Camay's so mild—provably milder than all other beauty soaps, by actual tests on women's skins.

Begin Camay care of your skin today. The price is very low!

Let Camay bring your loveliness to light.

CAMAY

The Soap of Beautiful Women



Telling a Story at a Glance

BEST-OBSERVED black-and-white page advertisement in a recent issue of *The Saturday Evening Post*.

② This photograph is a stopper, because it tells a story at a glance. The expression on the man's face, the blanket, the handkerchief, the woman with the glass, and the fireplace in the background—all help to make the message instantaneous. The message is timely, because the advertisement appeared in February, when colds are prevalent.

① The headline has several good qualities:

(a) The word "Cold" in extra-large type helps to select the right audience. It tells in a single word what the illustration tells in a single glance.

(b) The headline offers exactly what "cold" sufferers want: a definite treatment and quick results.

(c) The typographic handling of the headline is good—bold-face type surrounded by generous white space. Note the use of the numeral "2." This permits faster reading than the spelled-out form "two."

③ These white panels are artistic, and at the same time they get attention and promote easy reading.

④ This secondary headline has a double appeal: (a) avoid the expense of buying two medicines, and (b) avoid the bother of taking two medicines. Incidentally, the use of the name of the product in this headline does away with the necessity of a name plate at the bottom of the page.

⑤ This secondary illustration shows you what the product looks like, and the copy on the white card adds a sales urge by repeating in different words the same message continued in previous display lines.

● Shake that **COLD** quicker!...^①

Do these 2 things:



④ Sal Hepatica does BOTH!

"This is the time of year," warn physicians, "when colds hang on, drag you down." They recommend two fighting measures to help your system in its natural defense against a long-lingering cold:

1. Cleanse the intestinal tract.
2. Help Nature combat the acidity which frequently accompanies a cold.

And you can do both things at once by taking Sal Hepatica.

For here's how Sal Hepatica acts. First, it flushes out wastes in the intestinal tract—quickly, gently, thoroughly. (You know that's a good thing without being told.) Second, Sal Hepatica brings about a definite alkaline (anti-acid) reaction, to help your system swing back toward the alkaline reserve so

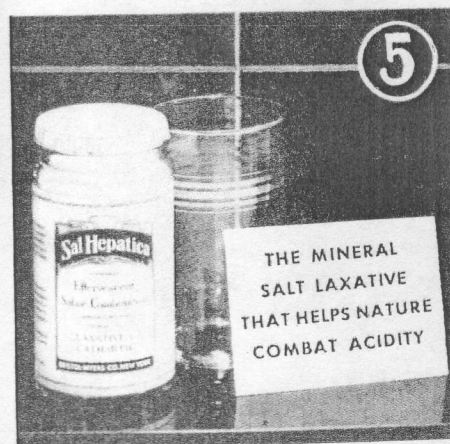
necessary to germ-resistant health and well-being.

Ask your doctor—see if he doesn't stress the importance of taking both a laxative and an anti-acid in treating a cold.

*Be modern—fight a cold the modern way **

So whenever a cold comes your way, take two teaspoonfuls of Sal Hepatica in a glass of water. In addition, get plenty of rest and quiet—go to bed and call a doctor if your cold is severe. Watch your diet. Drink plenty of liquids. It pays to fight a cold the modern way. Get a bottle of Sal Hepatica today.

TUNE IN: Fred Allen's "Town Hall Tonight"—Full hour of music, drama, fun. Every Wednesday night—N. B. C.—coast-to-coast.



Using the Quins to the Best Advantage

BEST-OBSERVED color-page advertisement in a recent issue of *The Saturday Evening Post*.

① ② A previous advertisement in this book (Lysol, page 85) featured a photograph of the Quintuplets. Here, however, an oil painting has been used instead of a photo. Also, Dr. Dafoe has been included in the picture. This helps to increase identification, since Dr. Dafoe is almost as famous as the babies, and it helps to add force to the statement by the doctor which is printed under the picture.

③ The Lysol headline was "Five . . . 'Going on Three.'" It would seem that this headline for

Palmolive contains greater instantaneous sales power because it (a) names the Dionne Quins, (b) points out how carefully they are guarded, and (c) says that they use only Palmolive. In the Lysol ad, you do not learn that Lysol is the only disinfectant used until you read the first paragraph of the copy.

④ ⑤ These pictures of baby and soap help further to establish the idea that the Quins are guarded with a product which you can buy at your drug or grocery store.

⑥ This bottom line brings in an appeal to grown-ups and helps to avoid any possible impression that this is a product for babies only.

And now to bed...so sweet and clean!



DR. ALLAN ROY DAFOE SAYS: "At the time of the birth of the Dionne Quintuplets, and for some time afterward, they were bathed in Olive Oil . . . When the time arrived for soap and water baths, we selected Palmolive Soap exclusively for daily use in bathing these world-famous babies."

All reproductions copyrighted 1937, NEA Service, Inc.

Guarded so carefully...the Dionne Quins use only PALMOLIVE the soap made with Olive Oil!

FIVE little sleepy-heads . . . rosy-cheeked, so sweet and clean . . . fresh from their bath with gentle Palmolive Soap!

And if you could see the smooth, satiny skin of those lovely Dionne Quins . . . then you would realize how wise Dr. Dafoe was when he decided that Palmolive Soap, made with Olive Oil, should be used exclusively for bathing them.

WHY PALMOLIVE WAS CHOSEN!

Because the Quins were born prematurely, they have always had unusually sensitive skin. That is why, for sometime after their birth, they were bathed only with Olive Oil. Dr. Dafoe knew that there is nothing so soothing for delicate skin as gentle Olive Oil.

Then, when the time came for soap and water baths, how important it was to choose a soap

made from the gentlest, most soothing ingredients! And that is why Dr. Dafoe chose Palmolive, made with Olive Oil, to be used exclusively for bathing the Quins' tender skin!

WHAT A LESSON FOR EVERY WOMAN!

So why should you risk bathing *your* precious baby, or any of your children, with any soap less gentle, less soothing than the one chosen for the little Dionnes?

And you too, Lovely Lady . . . you who want to keep your complexion soft, smooth, alluring! Why not give *your* skin the matchless beauty care that only Palmolive's secret blend of Olive and Palm Oils can give?

Why not use safe, gentle, pure Palmolive Soap for your own face and bath!



TO KEEP YOUR OWN COMPLEXION ALWAYS LOVELY, USE THIS BEAUTY SOAP CHOSEN FOR THE QUINS

A Situation That Always Gets Attention

BEST-READ among all petroleum, automobile, and automobile accessory advertisements in a recent issue of *The Saturday Evening Post*.

③ “Just Married” has always been an interest-arousing situation. Notice also how the ticker tape and the crude lettering on the car act as stoppers. So many perfectly groomed automobiles have appeared in advertisements that it makes you pause when you see a car “mussed up” a little.

Another thing: This photograph, like the others

in the Ethyl Gasoline series, appeared in the magazine in brilliant four-color printing.

① This headline serves a double purpose: (a) title for the picture, and (b) slogan for the product.

② The line “Only 43 seconds to read” gives you an extra urge to read the copy.

④ The copy is made attractive by the small illustrations and by starting the paragraphs with words in bold-face capital letters.

"From this day forth—

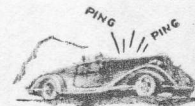
1 NOTHING BUT ETHYL FOR ME!"



Why your car
needs Ethyl in summer

(Only 43 seconds to read)

2



BEWARE a "pinging" sound this summer when you "step on the gas" for pick-up, or hills. It is your engine's way of saying: "I feel hot weather, too. I'm losing power, wasting gas and overheating. Give me better gasoline."



4

KNOCK is the name of that warning "ping." It occurs when a gasoline breaks down (burns too quickly) under the heat of a modern high compression engine.

Cars built in recent years have high compression engines. And in summer the knocking evil is at its worst because hot weather increases engine heat.



THE CURE—and preventive—of knock is better gasoline. That is why most oil companies now improve gasoline by adding anti-knock fluids (containing tetraethyl lead) made by the Ethyl Gasoline Corporation.

They recommend, as their best fuel for summer driving, special gasoline sold at pumps marked "Ethyl."



YOU GET at the "Ethyl" pump:

✓ Enough anti-knock fluid to stand up under the highest engine compression on the hottest day.

✓ All-round quality that is double-checked—by the oil companies and the Ethyl Gasoline Corporation—at the refinery and at the pump.



DOWN TO 2¢ a gallon over regular gasoline—and high above it in anti-knock (high compression) value.

Give your car the *coolest* fuel this summer. Avoid the evil of knock, with its power loss, gasoline waste and overheating. Get more power from each gallon of gasoline you buy!

NEXT TIME GET ETHYL

Never Forget the Stopping Power of a Picture That Tells a Story

BEST-OBSERVED advertisement in a recent Automobile Show issue of *Time*.

① Photos of children usually rank high in attention value, especially a photo of a very young child in a human-interest situation like this one.

Note how the picture conveys the Fisher Body message at a glance; namely, Protection (or safety) plus Comfort.

② The headline conveys the same message: Protection plus Comfort.

③ The copy is based on the same idea: Protection plus Comfort. In other words, the elements of this ad are like the members of an orchestra all playing the same tune.

④ These seals identify the product in a prestige-building way.

FISHER BODY, one page, black and white, *Time*.



UNISTEEL FOR SOLID STRENGTH

2

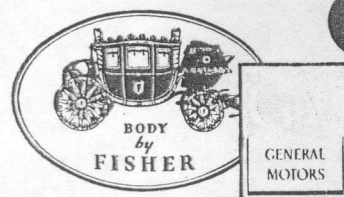
Mohair Velvet **FOR SOLID COMFORT**

BENEATH the Unisteel Turret Top of the new Body by Fisher, a new luxury of lasting comfort bids you stretch out and relax.

3 Covering the deep wide cushions is a smart new fabric that provides a cooler ride in summer, a more comfortable one in any season.

It is soft as a kitten's ear—yet durable almost beyond belief. The velvety smoothness of its closely woven, richly colorful surface is easy on clothing.

And this fine fabric can actually be cleaned with soap and water!



on GENERAL MOTORS CARS ONLY: CHEVROLET • PONTIAC • OLDSMOBILE • BUICK* • LA SALLE • CADILLAC*

*On the most popular models

How a Selective Appeal Increases Interest and Builds Prestige

THE campaign of which this ad is typical has produced a double result: (a) prestige for Liberty Mutual, and (b) leads for salesmen in the form of coupons from advertisements.

① This headline is powerful because it appeals to self-interest and at the same time it is selective. For years, advertising headlines have been saying, "You can have this" or "You can have that." Therefore a headline which talks about something desirable (save money) and at the same time raises the question as to whether you can qualify is bound to be a stopper. The headline also has the effect of keeping Liberty Mutual on a high plane by saying in effect, "Here's an exclusive company that doesn't accept every Tom, Dick, and Harry."

② This illustration is good-looking, attention-getting, identifies the service being sold, and at the same time does not take up so much room on the page that there is no room left for copy.

③ Note how complete this sales talk is.

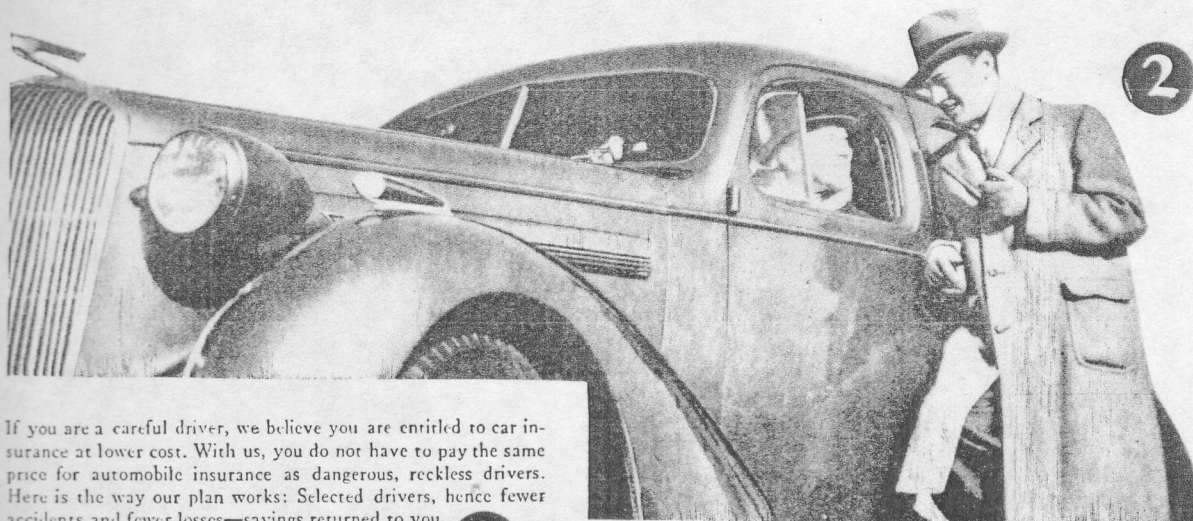
⑤ ⑥ This free booklet and the coupon do two things: (a) they furnish further information to prospects, and (b) they furnish a means by which Liberty Mutual secures the names and addresses of the most immediate prospects.

① ④ Note how headline and name plate convey a quick sales message to glancers who do not read the copy.

LIBERTY MUTUAL, one page, black and white, various magazines.

IF YOU ARE A CAREFUL DRIVER YOU CAN

1 SAVE MONEY ON CAR INSURANCE



If you are a careful driver, we believe you are entitled to car insurance at lower cost. With us, you do not have to pay the same price for automobile insurance as dangerous, reckless drivers. Here is the way our plan works: Selected drivers, hence fewer accidents and fewer losses—savings returned to you.

3

LIBERTY MUTUAL'S money-saving plan for careful motor car owners is summed up in these nine words: "Careful drivers are entitled to lower automobile insurance cost."

Here's how it works: By barring dangerous drivers and selecting only careful drivers, we have fewer accidents. This means fewer losses to pay. Furthermore, you avoid paying large commissions to insurance salesmen on new policies or renewals. The savings which result from this plan come back to you. More than 46 million dollars in dividends have been so returned to policyholders by Liberty Mutual since it started 24 years ago.

HOW YOU PROFIT BY INSURING WITH LIBERTY MUTUAL

1. You are associated with reputable and careful drivers who are *selected*, not merely *solicited*. They are the most care-

ful automobile drivers in the country. You do not have to help pay for costly accidents caused by dangerous, reckless drivers.

2. You do not pay a big sales commission for buying and renewing your policy. You deal direct with Liberty Mutual through full-time, salaried representatives.

3. Savings effected by careful selection of good drivers, and savings resulting because you do not pay large commissions, are returned to you. These savings, in the form of cash dividends, have amounted to 20% of premiums every year for 24 years.

4. You will be protected by the largest, strongest mutual casualty insurance company in the country, a company which has grown steadily in size and strength, in good times and bad.

5. Your company operates from coast to coast. Service is as close as your tele-

phone. It is as convenient as it is economical to deal directly with Liberty Mutual.

6. Claims are settled fairly, promptly, courteously. No company does more to save its policyholders from trouble and worry.

7. You may use our convenient Deferred Payment Plan.

GET THIS FREE BOOKLET

You are invited to write for the free money-saving booklet "How To Save Money on Car Insurance." It tells all about the Liberty Mutual Plan—how it works—how much you save—advantages of dealing direct with a trained Liberty Mutual representative—contains a list of leading companies protected by Liberty Mutual—tells all about our Deferred Payment Plan for responsible car owners.

Mail the coupon today. No obligation.



LIBERTY MUTUAL
INSURANCE COMPANY
31 St. James Avenue, Boston
Nation-wide service

4

LIBERTY MUTUAL also writes Workmen's Compensation, General Liability, Burglary and Robbery, Personal Accident, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written through United Mutual Fire Insurance Co.

LIBERTY MUTUAL INSURANCE CO. T3-2
31 St. James Avenue, Boston, Mass.

Without obligation, please send me free booklet which shows exactly how much careful drivers can save on car insurance; also facts about your convenient Deferred Payment Plan for responsible car owners.

Name.....

Business address.....

Town where car is kept.....

Make of Car.....No. of Cyls.....

Body Type.....Model No.....Year.....

6

Emphasizing the News Angle

BEST-READ automobile advertisement in a recent Automobile Show issue of *Time*.

This advertisement started off with an initial advantage: It talks about a make of car which has been owned by more people than any other make. An equally excellent advertisement for Rolls Royce could not possibly interest as many readers, because the masses cannot afford Rolls Royce cars.

① News is one of the best attention-getters in all advertising, and this headline emphasizes

the news angle in three ways, as follows: (a) announcing, (b) the new Ford, and, (c) for 1937.

② This illustration is not only handsome, but it gains added attention by the use of plenty of white space.

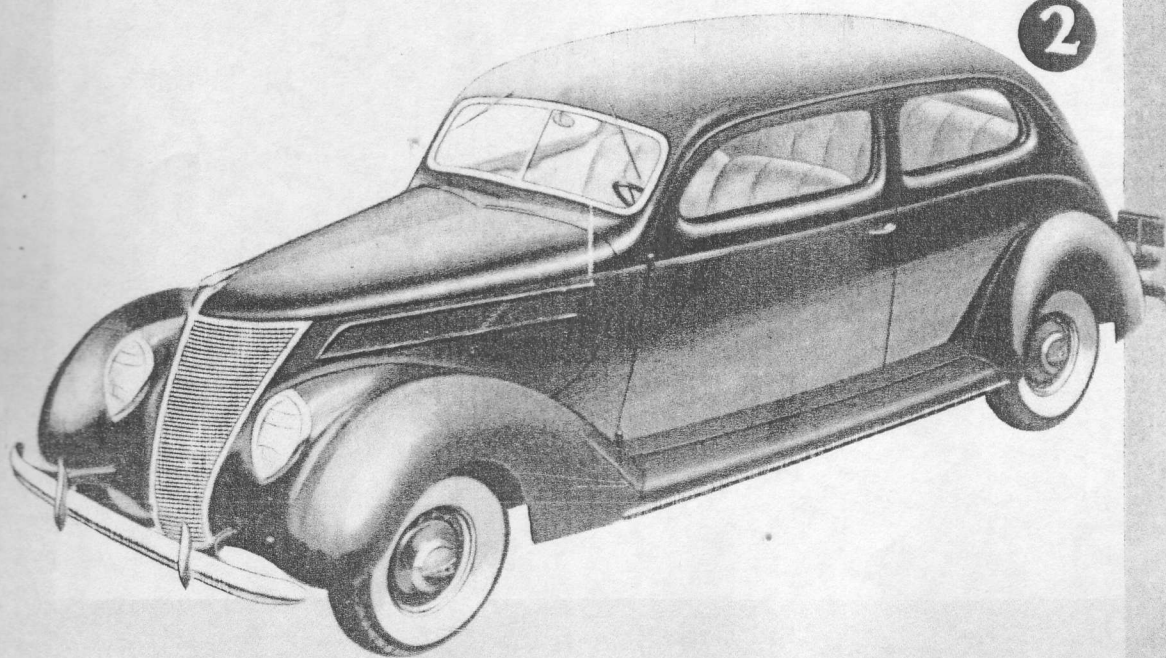
③ The fact that this copy is short and contains an announcement of a choice of two sizes of engine for the same car helped to secure high reading.

FORD, one page, four colors, *Time*.

Announcing

1

THE NEW
FORD V-8 CARS
FOR 1937



2

3

New and modern in appearance, the Ford V-8 for 1937 is powered by a modern V-type, 8-cylinder engine. But this year, two sizes of this engine are offered—an improved 85-horsepower size for maximum performance—a new 60-horsepower size for maximum economy. It is still one car, one standard of size and comfort. With the smaller engine optional in several body types, a new low price is brought to the Ford line. The 1937 Ford is a beautiful car, inside and out. It is marked with many improvements for greater comfort—greater safety. It is more than ever

THE QUALITY CAR IN THE LOW PRICE FIELD

A Tested Method for Using Premiums

THIS type of premium advertisement has been reported as very successful in stimulating sales of packaged goods for General Mills, Inc., and for other manufacturers. Briefly stated, the plan is as follows: a good-looking item, such as a dish or a piece of silverware, valued at \$1.00 to \$4.00, is mailed to anyone who will send in a box top plus a small amount of cash. The cash requirement varies from 25 cents to \$1.00. It has been said that the cash which the manufacturer receives is sufficient to pay (a) for the premium, and (b) for the cost of handling and mailing. This would mean that the sales produced by this method can be counted as profit and do not have to be discounted because of the premium.

Note these effective qualities of the advertisement:

① The headline sounds like a bargain.

② The photograph showed the premium (actual size) in an attractive way.

③ A testimonial from a style authority emphasizes the beauty of the premium.

④ A testimonial from a certified public accountant testifies to the cash value of the premium. Also, there is a money-back guarantee.

⑤ This second headline re-emphasizes the bargain appeal.

⑥ This copy and picture help to sell the value of Softasilk Flour.

⑦ This picture acts as a name plate for the advertisement and the coupon furnishes a convenient order blank for the premium.

Now! To Women Who Are Taking Up The Vogue
for Rock Crystal, We Offer

1

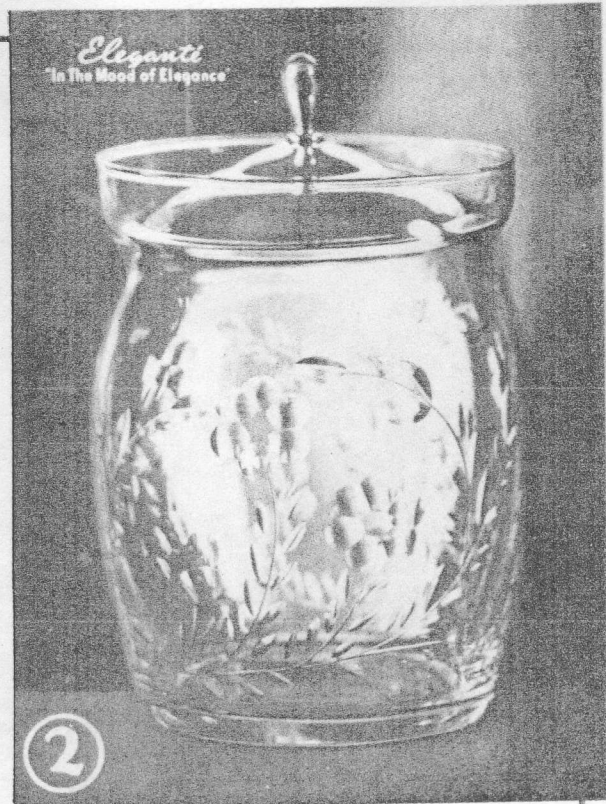
THIS HAND-CUT

\$2.00 ROCK CRYSTAL MARMALADE JAR

with certified value and money back guarantee

for 25¢ And A Sales Slip From Your Grocer Showing Purchase of one (1) Package of SOFTASILK

Offer Made To Induce You To More Quickly Act On Betty Crocker's Promise—
"To Make You A Better Cake Maker On The 8 Contest-winning Points, Or
Refund You Double What You Paid For Softasilk Cake Flour." Use The
Convenient Order Blank Below. Don't Delay. Act Now.



2

Unretouched Natural Color Photograph. Actual Size.

\$2.00 CERTIFICATION AND MONEY-BACK GUARANTEE

On Sept. 15, 1934, Theodore Stark, Certified Public Accountant, certified to valuations of this Marmalade Jar as reported by Minneapolis Department Stores to be \$2.00, \$2.50, \$3.50 and \$3.00 respectively. If, within 10 days after receipt, you are not entirely satisfied, return Marmalade Jar to us and we will refund your 25¢. If Jar is damaged in mail to you, another will be sent free of charge upon our receipt of "Guarantee Slip" which accompanies each Marmalade Jar.

4

Distinguished Authority Pays Tribute To Elegante Design



Mrs. James C. Rogerson, former President, American Institute of Decorators, and President of the World Famous Arden Studios, New York, says: . . . "I am glad to approve the Elegante Design of Rock Crystal because it represents good taste. It appeals to me because it has an artistry seldom achieved by the contemporary American School of Design. I sincerely recommend this product as from my knowledge of design, it is apparent that this pattern will harmonize with the best traditions in both antique and modern craftsmanship."

For Marmalade, Jam, Sauces, Mayonnaise, 1000 Island Dressing. This Lovely Jar Will Prove A Welcome Addition To Your Present Table Appointments. Act On This Offer Now.

5 TO SAVE \$1.75

On This \$2.00 Rock Crystal Marmalade Jar. And—
Discover The "Contest-Winning" Cake Making
Method—Use Order Blank Below

Madam! One benefits in so many ways by this offer that, obviously, it would be folly not to accept it at once. First, you get this exquisite \$2.00 Rock Crystal Marmalade Jar for only 25¢. Fashioned from hand-cut, hand-blown Rock Crystal, with its pure silver-plated top, this lovely Elegante design heralds the return to a new era of gracious living. Second, you start making cakes the new "contest-winning" method under Betty Crocker's famous "double-your-money-back" guarantee.

This is a sensational guarantee. Yet thousands have found this method better. Witness this letter from Mrs. H. C. Ewell, Box 457, Graham, Texas, whose cakes won first, second, and third prizes at the Young County Fair:

"I believe it was the biggest thrill I ever got in my life when my cakes (made with Softasilk Cake Flour) took first, second, and third place over the 125 other cakes entered by other contestants, 20 of whom were cooking demonstrators. I certainly give Softasilk credit for my success."

New Way Scientific

You see, Softasilk not only overcomes the 3 common faults in cake made with ordinary flour—toughness, coarseness, heaviness—because the character of the starch and gluten in Softasilk is scientifically balanced. But, in addition, it overcomes the faults of less modern cake flour methods—loss of moisture, loss in flavor—because Softasilk itself is scientifically blended.

And the "Kitchen-tested" recipes for it (standard recipes printed on every package) are scientifically designed to win the 8 usual State and County Fair Contest Judging Points.

Note the Lady Baltimore Cake pictured here. It shows what Softasilk will do for you. And remember, Betty Crocker will refund you twice what you paid for Softasilk if you do not say it is superior to less modern methods.

Accept the \$2.00 Rock Crystal Marmalade Jar offer . . . act at once! Use order blank below.

GOLD MEDAL FOODS, INCORPORATED
of
GENERAL MILLS, INC., MINNEAPOLIS, MINN.



TO SAVE
\$1.75

Mail Your Order
Before Midnight,
Feb. 17, 1935

BETTY CROCKER, Dept. D2, Gold Medal Foods, Inc., Minneapolis, Minn. (Offer Good in U. S. A. Only)
Enclosed find 25¢ and my sales slip (or receipt) for one (1) package of Softasilk, for which please send postpaid one (1) Hand-cut Elegante Rock Crystal Marmalade Jar under money-back guarantee, as advertised. For my part, I gladly agree to try your Softasilk "Contest-winning" cake making method under your "double-your-money-back" offer.

Name.....
Street or R. F. D. No.....
City..... State.....

7

Betty Crocker says:

"Double Your Money Back—If I Don't Make You A Better Cake Maker on These 8 Contest Judging Points."



"Simply get a package of Softasilk from your grocer. Get a sales slip showing purchase and send it in for this lovely Rock Crystal Marmalade Jar. Then, try my Softasilk way of making cakes. Make any listed on the package, according to my recipe there. Then, if you are not 100% convinced that my new way is better, according to the 8 contest-winning points, send me the empty Softasilk package, tell me how much you paid for it, and I will send you back exactly twice that amount."

This Shows The 8 Points Contest Judges Follow In Judging A Lady Baltimore Cake. And How You Can Improve Your Cakes This New Softasilk Way



- 1 UNUSUALLY FINE GENERAL APPEARANCE.
- 2 BIG VOLUME IN PROPORTION TO INGREDIENTS USED.
- 3 DELICATE, EVENLY BROWNED CRUST.
- 4 SYMMETRY IN SHAPE.
- 5 FINE, VELVET TEXTURE.
- 6 A DELECTABLE FLAVOR.
- 7 EXQUISITE LIGHTNESS AND TENDERNESS.
- 8 UNUSUAL RETENTION OF MOISTURE.



When you bake at home use Softasilk . . . But remember, the easiest way to get a delicious cake for your family is to order one from your baker direct or through your grocer. Your baker, with truly professional skill, magically transforms wheat, "The Staff of Life," into tasty, appetizing, wholesome, mealtime delights.



The Free Premium—One of the Oldest Selling Devices

THIS advertisement features a premium plan which has been used successfully for many years. In some respects the plan is similar to the one described on the previous page. But it is different in one important respect; namely, that no cash is required. The customer obtains the silverware *free* in exchange for coupons included in every size sack of flour. This means that this plan can build *repeat* sales in a way that the offer of an article such as a marmalade jar cannot do; because a single marmalade jar is sufficient for a family, whereas a housewife who obtains *one* of these silver spoons is likely to continue saving coupons in order to obtain: (a) a complete set of spoons, and (b) complete sets of other items, such as knives, forks, etc.

① ② The large word "FREE" and the large picture of the spoon convey the main idea in the fastest way possible.

③ ④ The copy and illustration identify and sell the product.

⑤ ⑥ The picture of knives, forks, etc., and the testimonial, help to sell the idea that you can obtain a complete set of silverware at no cost by simply saving coupons (and incidentally by continuing to buy Gold Medal Flour!).

⑦ This copy and coupon contain a special pre-Christmas offer by which a woman can obtain spoons immediately by sending cash and a sales slip showing purchase of Gold Medal Flour.

GENERAL MILLS, INC., one page, four colors, various magazines.

MADAM: COMPLETE SETS OF THIS

Exquisite Silverware

Famous Medallity Pattern, Guaranteed by The International Silver Co., Makers of Wm. Rogers & Son Silverware

- NOW GIVEN FREE¹

Offer Made Solely To Induce You To Try GOLD MEDAL "Kitchen-tested" Flour—The New-Type Flour That Scientifically Banishes The Principal Cause of Baking Failures—And Is Saving Millions of Dollars In American Homes Today

To Obtain Silverware: Look For Free Silverware Coupons Included In Every Size Sack of GOLD MEDAL "Kitchen-tested" Flour... Also Note Special Pre-Christmas Offer On This Page

AN EASIER, SIMPLER, SURER WAY TO BAKING SUCCESS

THIS sensational free silverware announcement is made to induce more women to try GOLD MEDAL "Kitchen-tested" Flour—the simplest, surest, most economical way to baking success.

The "Kitchen-tested" method was designed to eliminate the principal cause of baking failures:—lack of uniformity in flour used.

Every batch of flour is tested in an ordinary everyday oven, just like yours, BEFORE IT GOES TO YOU, for uniformity of results. As a result, the flour you get acts the same way every time you bake.

Thus, GOLD MEDAL "Kitchen-tested" Flour not only shows you the way to eliminate costly baking failures—but now gives you the additional advantage of securing complete sets of gorgeous silverware absolutely free.

Please understand that this silverware is not, in any way, to be confused with cheap "premium" ware. It is the famous Wm. Rogers & Son silverware. (The teaspoons, for example, are regularly priced at \$4.00 per dozen.)

So try GOLD MEDAL "Kitchen-tested" Flour today—free silverware coupons are packed inside every sack. ... Or, if you wish to receive your first pieces of silverware at once, take advantage of the special pre-Christmas offer made by Betty Crocker (noted GOLD MEDAL cooking authority) in the coupon at the right.

DEPT. GH-12, WASHBURN CROSBY COMPANY
of Corp. 1935, by General Mills, Inc.
GENERAL MILLS, INC., MINNEAPOLIS, MINN.

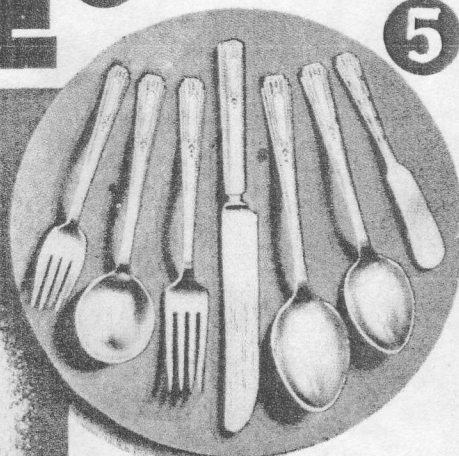
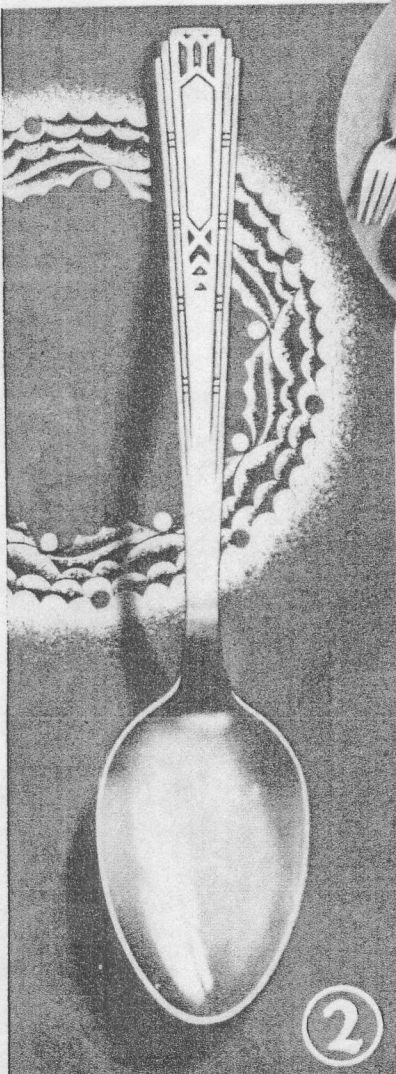
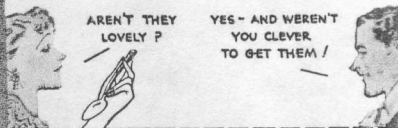


ILLUSTRATION shows the lovely Medallity Pattern of which Princess Galitzne, famous hostess and socialite, says.—"The Medallity Pattern is one of the loveliest and most exquisite of silverware designs."

Complete sets of this beautiful silverware may be easily obtained with GOLD MEDAL coupons packed in every size sack of GOLD MEDAL "Kitchen-tested" Flour and every package of Softasilk, Wheaties and Bisquick. ... See special offer below. ★



BETTY CROCKER'S SPECIAL PRE-CHRISTMAS OFFER

If you wish to start your silverware set without delay, take advantage of this special pre-Christmas offer made by Betty Crocker, famous GOLD MEDAL cooking authority. Go to your grocer, buy a sack of GOLD MEDAL Flour (any size) and get a sales slip or receipt as evidence of purchase. Send this in with 39c in stamps or coin—(together with the coupon on this page) and we will send you 3 teaspoons in the exquisite Medallity Pattern at once. No waiting. No delay.

This special 3-teaspoon offer (which allows you to keep the regular silverware coupon packed inside of the sack of GOLD MEDAL Flour to apply on additional pieces of silverware) expires promptly at midnight, Dec. 24, 1935. So act at once. 35106

SEND NOW—BEFORE TOO LATE
Limit—3 Spoons To a Family



GOLD MEDAL FLOUR, Dept. GH-12
Minneapolis, Minn.

Gentlemen: I want to take advantage of Betty Crocker's pre-Christmas offer and start my silverware set at once. Enclosed please find sales slip or receipt from my grocer showing purchase of GOLD MEDAL "Kitchen-tested" Flour. Also find 39c in stamps or coin. Please send me 3 guaranteed Wm. Rogers & Son teaspoons in the Medallity Pattern, as per your special, limited offer. (Good only within continental limits of U. S. A.)

GOT HER SILVERWARE IN "NO TIME AT ALL"—FRIENDS RAVE OVER PATTERN



"I can't tell you how delighted I am with my set of Medallity spoons. My friends simply rave about them—and it seems no time at all since I commenced saving the coupons. Now I am starting to save for salad forks and later on for butter spreaders." Mrs. Betty Gray, Portland, Oregon



WHEN YOU WANT A DELICIOUS CAKE OR PASTRY, OR ANY KIND OF BREAD, REMEMBER THE EASIEST WAY OF ALL IS TO ORDER IT FROM YOUR GROCER OR YOUR BAKER DIRECT. YOUR BAKER TODAY, WITH TRULY PROFESSIONAL SKILL, TRANSFORMS WHEAT, OUR OUTSTANDING SOURCE OF FOOD ENERGY, INTO DELICIOUS, NUTRITIOUS FOODS FOR YOUR TABLE. BAKED FOODS FROM YOUR BAKER ARE DELICIOUS, ECONOMICAL, COMPLETELY WHOLESOME. SERVE THEM GENEROUSLY EVERY MEAL!

Name.....

Street or R. F. D. No.....

City.....State.....

This Coupon Not Good After Dec. 24, 1935

One Way to Produce Immediate Sales

THIS is one of the largest prize contests ever run. Contests like this have again and again produced a big volume of immediate sales for a number of different products. Here are the elements that help to make this type of contest secure millions of entries:

- ① A big first prize *in cash*.
- ② A long list of secondary prizes.
- ③ The contest is fun. It is the sort of game you would enjoy, regardless of whether a prize was involved.
- ④ The contest is easy at first. That gets people started. Later the contest gets difficult. That eliminates millions of entries.

⑤ It is easy to prepare your entry because an entry blank is printed right in the ad.

⑥ Folders containing everything you need to enter the contest are also distributed by dealers. This adds more volume.

⑦ The advertisement says, "Start today." Later advertisements also say, "You can start today." As the campaign progresses towards the end, the ads continue to say "There's still time to enter the contest." This method keeps bringing people in.

In this particular contest, the number of cigarettes which the entrant had to buy was considerable—three packages a week for fifteen weeks, or a total of forty-five packages. If you multiply that by the number of entrants all over the United States, you can see where the increased sales volume comes in.

START TODAY! YOU CAN WIN \$100,000.00 FIRST PRIZE

ENTER NOW! FIRST WEEK'S PUZZLES
RE-PRINTED ON THIS PAGE!

Puzzles 1-6 FIRST WEEK'S SERIES

PUZZLE No. 1



WHAT NAME DOES THIS PUZZLE REPRESENT?
The Correct Solution is in the Following List:
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson

PUZZLE No. 2



WHAT NAME DOES THIS PUZZLE REPRESENT?
The Correct Solution is in the Following List:
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens
Charles Dickens

PUZZLE No. 3



WHAT NAME DOES THIS PUZZLE REPRESENT?
The Correct Solution is in the Following List:
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison
Thomas Edison

PUZZLE No. 4



WHAT NAME DOES THIS PUZZLE REPRESENT?
The Correct Solution is in the Following List:
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson

PUZZLE No. 5



WHAT NAME DOES THIS PUZZLE REPRESENT?
The Correct Solution is in the Following List:
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson

PUZZLE No. 6



WHAT NAME DOES THIS PUZZLE REPRESENT?
The Correct Solution is in the Following List:
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson
John Davidson

ENTER THIS CONTEST

Here's How You Win
\$100,000.00 First Prize

TODAY, while you are reading these words, make up your mind to win \$100,000.00—ONE HUNDRED THOUSAND DOLLARS CASH—First Prize in this contest of skill.

It's easy to give yourself this opportunity. Today is an ideal time to enter. Everything you need in order to enter is included in this announcement.

A \$100,000.00 fortune, sufficient cash to bring you financial independence for the remainder of your life, can be yours as First Prize in this contest, a contest in which you do not depend upon luck or guesswork, a contest in which you will have your own SEPARATE AND INDIVIDUAL FILE. And your ENTRY will be safeguarded and protected, and available for your inspection for comparison with any other winning entry at the conclusion of the contest. Have you ever before in your life had such an excellent opportunity to win great wealth?

You win in this contest by solving a series of puzzles each week in accordance with the rules. EACH WEEK, for 15 weeks, a series of six puzzles will be offered for solution. The contest has been in progress for one week. Thus, to enable you to start now, we are today reprinting all 6 of the first week's puzzles.

There is nothing hard to understand, nothing complicated about this contest. Follow these 6 suggestions, and put yourself in line to win a cash fortune of \$100,000.00.

1st... READ THE RULES! Find the name represented by each of the 6 puzzles printed on this page. Below each puzzle is a list of names. Find your solution for each puzzle in the list below the puzzle. FILL IN your solutions on the entry form provided in this announcement.

2nd... Send your entry to OLD GOLD CONTEST, P. O. Box 9, Varick Street Station, New York, N. Y. Mail your entry any time between now and Midnight of the coming Saturday. Immediately upon receipt of your entry, the 2nd week's puzzles will be mailed to you and your name will be placed on our mailing list to receive further puzzles as issued.

3rd... In this contest, each weekly series of solutions is to be accompanied by 3 OLD GOLD yellow package wrappers or 3 hand-drawn facsimiles. Thus, when sending in your entry, enclose 3 OLD GOLD yellow package wrappers or hand-drawn facsimiles.

Remember! Read the Rules. Solve the puzzles NOW. Make up your mind to enter TODAY. You have until Midnight, Saturday night, to obtain your wrappers (or prepare your facsimiles) and mail your entry.

1,000 CASH PRIZES... \$200,000.00 IN AWARDS
FIRST PRIZE... \$100,000.00

2nd Prize... \$30,000.00 3rd & 4th Prize (each) \$10,000.00

5th & 6th Prize (each) \$5,000.00 7th & 8th Prize (each) \$2,500.00

9th & 10th Prize (each) \$1,500.00 11th & 12th Prize (each) \$1,000.00

10 Prizes (each) \$500.00 28 Prizes (each) \$250.00

50 Prizes \$100.00 each... \$5,000.00 • 100 Prizes \$50.00 each... \$5,000.00 • 800 Prizes \$10.00 each... \$8,000.00

THE RULES

Please Read Them Carefully

1. THIS OLD GOLD PUZZLE CONTEST is open to everybody with the exception of the employees of P. Lorillard Company, Inc., and its subsidiaries, and their immediate families.
2. A group of not less than 100 puzzles, which will be furnished to contestants at the contest premises, will be offered for solution. Each puzzle will represent an action, situation, or event which will require the use of a name.
3. The name may be that of a person, place, thing, event, or action.
4. The name must be in the form of a proper noun, in order to avoid confusion in translating the name into the solution for answer that contestant has in mind.
5. ONLY GOLD will pay a First Prize of \$100,000.00 and 100 other cash prizes of \$1,000.00 each, and a total of \$100,000.00 in the form of cash prizes.
6. The contest will be held at the contest premises, which will be located at the contest premises.
7. The contest will be held at the contest premises, which will be located at the contest premises.
8. The contest will be held at the contest premises, which will be located at the contest premises.
9. The contest will be held at the contest premises, which will be located at the contest premises.
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11. The contest will be held at the contest premises, which will be located at the contest premises.
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15. The contest will be held at the contest premises, which will be located at the contest premises.

16. The contest will be held at the contest premises, which will be located at the contest premises.
17. The contest will be held at the contest premises, which will be located at the contest premises.
18. The contest will be held at the contest premises, which will be located at the contest premises.
19. The contest will be held at the contest premises, which will be located at the contest premises.
20. The contest will be held at the contest premises, which will be located at the contest premises.

21. The contest will be held at the contest premises, which will be located at the contest premises.
22. The contest will be held at the contest premises, which will be located at the contest premises.
23. The contest will be held at the contest premises, which will be located at the contest premises.
24. The contest will be held at the contest premises, which will be located at the contest premises.
25. The contest will be held at the contest premises, which will be located at the contest premises.

26. The contest will be held at the contest premises, which will be located at the contest premises.
27. The contest will be held at the contest premises, which will be located at the contest premises.
28. The contest will be held at the contest premises, which will be located at the contest premises.
29. The contest will be held at the contest premises, which will be located at the contest premises.
30. The contest will be held at the contest premises, which will be located at the contest premises.



ENTER NOW! BY USING THIS ENTRY FORM

OFFICIAL ENTRY FORM

NAME _____

ADDRESS _____

CITY _____

STATE _____

ZIP _____

DATE _____

By using this form, you agree to the terms and conditions of the contest.

Securing a Large Coupon Response

THIS advertisement made an outstanding record in the number of booklet requests which it produced. Here are factors which helped to make this record:

① The advertisement was timely. It appeared shortly before Christmas, when millions of people were thinking about wrapping gifts.

② News: Many people did not know that they could buy "Cellophane" in so many attractive forms as sheets, ribbons, tying cord, etc.

③ Information: The page, which was printed

in brilliant colors, is full of *ideas*. It presents novel and attractive package wraps.

④ Economy angle: Few people can spend as much money for Christmas gifts as they would like to. This page shows how to make an inexpensive gift look handsome.

⑤ A picture of the free folder is shown.

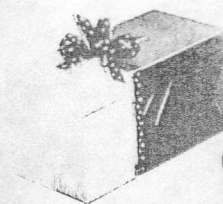
⑥ There is a display line "Get This Free Folder."

⑦ There is a convenient coupon.

CELLOPHANE, one page, four colors, various magazines.



4



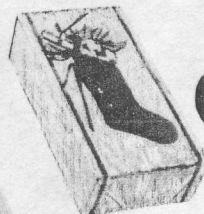
COLORS, colors, colors! There's no limit to the combinations with rolls of Cellophane cellulose film obtainable in eleven colors as well as clear and printed designs.



WHEN a gift has an odd shape and is hard to wrap—Cellophane does wonders. The sunburst at the top turns something awkward into something exciting.

FASCINATING monkey-business . . . that's what it is! With an inventive brain and artistic fingers, you can make designs to amaze and thrill your family and friends.

EVEN a bottle of Paris perfume can be made more glorious by a ruff of crisp Cellophane and a ribbon of Cellophane around the neck.



It's smart—it's new
TO GLORIFY CHRISTMAS GIFTS
with your own hands
[and EASY too!]

HOW TO MAKE

PERSONAL

EVERY GIFT GAY AND

3



THERE'S a free folder that tells how to make novel packages like this, and many others. Send the coupon at lower right—try out the easy directions.

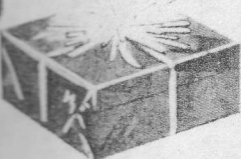
NOT ALL of these wraps are frilly. Sparkling Cellophane is especially effective for simple wraps like this one below, with a ribbon of Cellophane.

3

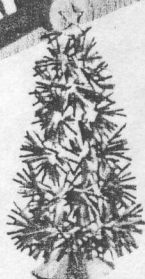


THE flashing light-ray effect is obtained with Glassips transparent drinking straws. Directions for making these straws are in the free folder, and in the Glassips package.

3



YES . . . you can make even Christmas trees! And because Glassips come in several colors—your tree need not be green! How about a sparkling red one—or crystal clear? The little trees are very smart table decorations, too.



"CELLOPHANE" IN THESE FORMS CAN BE BOUGHT AT LEADING STORES

SHEETS—IN ROLLS



TRANSPARENT DRINKING STRAWS



RIBBONS—PLAIN COLORS AND PRINTED



CELLULOSE GIFT AND MENDING TAPE (IT STICKS)

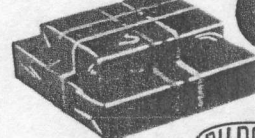
TYING CORD

LOOK FOR THIS LABEL WHENEVER YOU BUY "CELLOPHANE"

Cellophane
THE DU PONT CELLULOSE FILM

MAYBE this should be called "One Over One." Anyway, it shows how a simple idea gathers excitement through the use of vivid, colorful Cellophane and Scotch cellulose gift tape (it sticks fast, and comes in colors).

3



DU PONT



GET

5

THIS

FREE FOLDER

SEND COUPON

6

Dept. X, Du Pont, 350 Fifth Ave., New York City

I want the free folder, "33 Secrets of Gift Wrapping," that tells how to glorify gifts with Cellophane cellulose film.

(PLEASE PRINT NAME AND ADDRESS)

Name _____

Street Address _____

City and State _____

7

Explanation of Reader checking Method

THE purpose of reader-checking is to find out which advertisements are seen and which are not seen—which advertisements are read and which are not read.

One obvious way to obtain this information is simply to ask people which advertisements they saw and read in a certain issue of a magazine. This is the method employed by the Daniel Starch organization and the information obtained is furnished to advertisers and to advertising agencies in the form of weekly reports on weekly magazines and monthly reports on monthly magazines. Some of the Starch findings regarding “best-observed” and “best-read” advertisements have been used in the preparation of this book.

Below are some of the most frequently asked questions regarding the method of operation of this Service and the answers furnished by Daniel Starch.

Question: How long has the Service been in operation?

Answer: Since February 1, 1932.

Question: What magazines are reported on?

Answer:

The Saturday Evening Post

Liberty

Good Housekeeping

Ladies' Home Journal

American

True Story

Collier's

Time

McCall's

Woman's Home Companion

Cosmopolitan

Question: How many interviews are made on each issue of each magazine?

Answer: On the monthly magazines, except

True Story, the Starch organization gets between 300 and 400 completed interviews on each issue. The same is true of each issue of *The Saturday Evening Post*, with a slightly smaller number on the other three weekly magazines and on *True Story*.

Question: What is meant by “completed interviews”?

Answer: First, that each person interviewed is one who had read the magazine prior to the interviewer's call, and second, that every advertisement of one half page or larger had an opportunity to be interviewed on. Otherwise, the interview is discarded.

Question: Where are the interviews made?

Answer: All over the United States. Here is a list of cities, within a radius of 100 miles of which the interviewers work:

Boston	Detroit
New York	Indianapolis
Philadelphia	Chicago
Baltimore	St. Louis
Cleveland	Minneapolis-St. Paul
Cincinnati	Dallas
Atlanta	Seattle
New Orleans	San Francisco
Louisville	Los Angeles

Question: Who makes the interviews?

Answer: The interviewers who confine their work to our continuous magazine survey are all women. They are far above average in intelligence and personality. We have found it desirable to use mostly college graduates or the equivalent. Uniformity and impartiality are stressed in their work. Their work is constantly supervised.

Question: Are interviews made in homes or offices?

Answer: Women, for the most part, are interviewed in homes.

The majority of the interviews with men are conducted in places of business.

We interview only women on the women's service magazines. We interview both men and women on the weekly magazines and also on *American*, *Cosmopolitan* and *True Story*.

We interview only readers eighteen years of age or over.

We aim not to interview the same person twice.

Question: How long after publication of magazines are interviews made?

Answer: We start interviewing on the monthly magazines one week after they go on the newsstands and interview on the issue for four weeks. We start interviewing on the weekly publications three days after they go on the newsstands and interview for a week.

Question: How is an actual interview handled?

Answer: First, the cooperation of the person being interviewed has to be won.

Then the interviewer asks which of the current issues (among those on our list) the person has in his or her possession.

Next the interviewer asks which of those magazines (current issues) the person had read prior to the interviewer's call.

The interviewer then asks the person to go through the magazine, page by page, and indicate which of the advertisements he or she had seen and how much of them had been read. The interviewer makes a record of the results of each interview on a tabulation sheet.

Our interviewers are instructed that the person being interviewed should take a natural, comfortable attitude during the interview—that the interview must be made without hurry or pressure—that it is advantageous to re-create, as nearly as possible, the original situation surrounding the reading of the publication. These things can be accomplished by the experienced interviewer who has learned to use proper questions and procedure.

The reliability of the interviewee's recognition may be, and frequently is, tested by questions regarding the surrounding editorial matter, and by questions as to the time of reading, circumstances surrounding it, general habits of reading the magazine, and the like. As a rule, the majority of persons recognize quickly and with positiveness whether or not a given advertisement had been seen or read before.

Author's Note

THERE are 79 advertisements in this book that were rated as winners according to interviewers' reports. However, these are not just the first 79 ads that come to hand. Hundreds of winning advertisements were examined in order to select these 79 winners. Here is the reason for this selective process:

Regarding a recent issue of *Time*, the interviewers' reports showed that a certain automobile advertisement was the best-read in the issue. An examination of this advertisement showed that it contained only about ten words of copy set in type of headline size. In other words, to see this ad was to read it. The fact that it was "best-read" was not an outstanding achievement. Therefore, the ad was discarded.

Regarding a recent issue of *The Saturday Evening Post*, the interviewer's reports showed that a certain insurance ad was the best-observed in the issue. An examination of this ad revealed that 75 per cent of it consisted of a huge photograph of a cat's whiskers. The author has worked on insurance advertising for more than ten years, and most of this has been keyed-coupon advertising where records are kept of the number of sales produced by each advertisement. We have never been able to produce sales with any such bizarre device as a photograph of a cat's whiskers. Therefore, this insurance ad was discarded (though it is doubtless true that the ad did secure high observation).

A number of other advertisements which showed up as winners on reading or on observation were found to be in special positions in the magazine, such as back cover or opposite the table of contents. These were discarded (even though many of them were good ads) because it is difficult to tell what proportion of their success was due to good copy and what proportion was due to special position.

An effort was made to select most of the winning ads from magazines containing a large number of advertisements such as *Good Housekeeping* and *The Saturday Evening Post*. The reason is that it is a greater achievement for an advertisement to be the best of a group of 200 ads than to be the best of a group of 20 ads.

In other words, in selecting the 79 winners out of hundreds of winners, every effort was made to be certain—

- (a) That the high observation or high reading of the advertisements should not depend on the fact that they had the advantage of special position or any other special circumstance.
- (b) That the advertisements, in addition to high observation or high reading, should be advertisements that were built in accordance with tested methods for producing sales.